MENLO PARK RECORDER

A PAPER DEVOTED TO THE BEST INTERESTS OF MENLO PARK AND SAN MATEO COUNTY

VOLUME 8 — MENLO PARK, SAN MATEO COUNTY, CALIFORNIA, FRIDAY, JANUARY 2, 1931 — No. 10

COUNCIL CALLS FOR IMPROVEMENT BIDS

Special Session Called By Mayor Weeden Tues. Night

At a special session of the City Council held last Tuesday night bids were called for for the paving of a number of streets in Stanford Park, the proceedings being taken under the Resolution of Intention No. 30-3. This was the time set for hearing protests and the Clerk reported that she had no protests on file. The notice to bidders was ordered published and bids will be received up to 8 o'clock on the evening of January 13th.

Pedro J. Lemos portested verbally on the improvement on Arbor avenue in fornt of the Allied Arts property. He stated that his company owner most of the property on both sides of the street and that within a few months they intended to widen the roadway and put in ornamental curbs, which would result in the pavement being torn up. He was of the opinion that this street should be ommited from the paving program.

City Engineer Bert Mehl stated that this matter had been settled some time ago and that board walks were to be put in there until the permanent improvements were made. Mayor Weeden put a stop to any further argument by declaring that the time for protest had passed.

At the reqùest of Attorney George Whitworth the mater of he moving of the building occupied by the Busy Bee Grocery store went over until the next meeting.

ALL LOCAL SCHOOLS WILL OPEN FOR FALL TERM NEXT MONDAY MORNING

Menlo Junior College, St. Joseph's Parochial, St. Patrick's Seminary and the grammar schools will open for the coming semester on Monday morning.

This ends the vacation period until June and all of the institutions expect a full attendance on Monday.

SACRED MUSIC TO BE HEARD AT MONASTERY SUNDAY

One of the leading choirs of San Francisco will give a concert of sacred Christmas music in the Chapel of the Corpus Christi Monastery, on Oak Grove avenue, Menlo Park, next Sunday afternoon, January 4, at 4:15.

The concert will be followed by Benediction of the Most Blessed Sacrament. All interested are cordially invited to attend these services.

Lowry S. Howard, president of the Menlo School and Junior College has leased the new home built by Mrs. Frank R. Cain on San Mateo Drive. The Howards will move into the house as soon as it is completed which will be about three weeks.

HONEY—Clover; Alfalfa Blossom, 5-pound pail, 90c; 10 lbs., $1.50; 5 gallons, $5.40, parcel post paid. Fresh and Delicious. Money refunded if not satisfied.

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SAN JOSE

F. J. FURNIVALL SENDS IN OPEN LETTER TO CITY DADS

F. J. Furnivall, local furniture dealer has sent in the following communication for publication:

December 30, 1930

Hon. Mayor and
Common Council of Menlo Park.
Gentlemen:

Mr. W. W| Sargent is to be commended fo rhis public spirit in calling attention through you to the product of the Bear Gulch Water Co. In my home for many many months past it has only been used for washing and then at times when heated it has been very objectionable.

Similar complaint is voiced by many users. I suggest the many trucks seen daily purveying drinking water is good corroberative evidence.

It is to be hoped Gentlement htat you will take this justifiable complaint up and save any individual Taxpayer presenting it to the Railroad Commission.

Yours truly
F. J. FURNIVAL.

RECENT STORM BENEFITS LOCAL COUNTRY MATERIALLY

The present storm has netted this locality quite a little moisture. Wednesday the rain guarge showed .83 and yesterday .32 of an inch. This brings the seasons total up to 3.17 inches as against 2.10 for the same period last year.

Farmers and others are wearing a big smile at this time for two reasons: First because the restructive cold spell has been broken and secondly because of the promise of plenty of moisture in the next few weeks to relieve the threatened shortage of water and feed. So far as ca nbe ascertained no material damage has been done by the rain, other than to show up leaks in the roofs, and of course this will assist in relieving the unemployed situation as it takes men to stop the leaks, so why worry.

ROLPH FOR GOVERNOR CLUB WILL GO TO SACRAMENTO

Among the officers and members of the Menlo Park Rolph for Governor Club who will go to Sacramento Sunday to see their standard-bearer inaugurated as the governor of California are: D. E. O'Keefe, W. H. Weeden, W. E. Dale, W. E. Monroe, J. Albright, Mr. Thomas, Frank Maloney, James Jenkins, John McLeod, Charles McGucken, Judge Hoss and others. The club will have headquarters at the Hotel Senator.

Oldest and Costliest Perfume Is Rose Attar

Attar of rose is described in pharmacopoeias as the oil distilled from the petals of the damask rose (Rosa Damascene). It is employed mainly in pharmacy for perfuming lotions and medicinal washes, but has a certain reputation in the treatment of painful eye affections, being astringent, like most vegetable substances.

It requires two hundred pounds of almost feather weight rose petals to produce one ounce of attar of rose, so is it any wonder that the perfume in its quaint eastern phials, covered with quotations from the Koran, costs anything up to five pounds sterling a fluid ounce?

Persia and Turkey produce most of the attar of commerce. India has lost the monopoly, as she has lost the monopoly of cinchona (quinine) and opium, much to the benefit of other countries. Rose water itself is a far older perfume. It is referred to by Nicander in B. C. 140, and the Mohammedan pharmacists, although they introduced its use into Europe, undoubtedly learned it from India, as they learned many other secrets of medicine and pharmacy.—Montreal

Mr. and Mrs. L. E. Harris, of the Menlo Park Recorder, will go to Sacramento Sunday to attend the inaugural ceremonies of Governor James Rolph Jr. They will make the Barry Hotel their headquarters.

HOOVER STREET PAVING JOB O. K. SAYS ENGINEER

Now Ready For Use

Hoover street work is now about completed and contrary to rumor the work has been done in a satisfactory manner by Contractor B. F. Cain.

Some considerable apprehensions has been manifested over the few "soft" spots which have showed up in the pavement, but according to the City Engineer these are of no importance as they can and will be properly fixed. There were it appears two reasons for these soft spots, one being the settling, unexpectedly of the street under the pavement and the other a climatic condition, both of which are easily fixed in this type of pavement.

With all of the recent heavy storm no water has collected on the street and it is now oper to the public for use.

No fear need be held in regard to this piece of work. A look at the new state highway between here and San Jose will show that a little fixing was necessary.

In an interview with various city officials a representative of the Menlo Park Recorder was assured that the work was all right and that the street would be in perfect condition when finally finished.

DR. J. P. SMITH FUNERAL SET FOR TOMORROW A. M.

Prof James Perrin Smith, who has been associated with Stanford University since 1892, a year after the founding of the institution passed away yesterday morning at his home in Palo Alto.

He had been confined to his bed since Christmas day with a heavy cold which developed into pneumonia. All of the members of his family were at his bed side when the end came.

Funeral services will be held at 11 o'clock tomorrow (Saturday) morning at the Stanford Memorial Church, Rev. D. Charles Gardner officiating. Private services will follow at Cypress Lawn Cemetery. The family requests that no flowers be sent.

MRS. FREDA McNULTY HIT BY SPOUSE WITH ROCK

Mrs. Freda McNulty of Atherton is in a San Francisco hospital recovering from injuries incurred Wednesday night when her husband Neal McNulty, is reported to have struck her with a rock as the outcome of an argu ment over the driving of their car.

The argument is said to have been culminated when McNulty climbed from the car and picked up a rock in a lot on Mason street, and struck his wife with it, after which he called a taxi and had her taken to a hospital.

Mrs. McNulty refused to have her husband arrested claiming that he hit her while in a fit of anger and did not mean it. They were on their way home after a New Year's party.

JOHN E. FARRELL NOW ATHERTON POLICE CHIEF

John E. Farrel, who has been for the last five years a members of Sheriff McGrath's force in Redwood City, was installed as Chief of Police in Atherton on Thursday, by the City Council.

Farrell has made a fine record while attached to the sheriff's office and will without a doubt continue the good work on the Atherton force. He will retain all of the present police officers it is reported.

Former Chief of Police Grover Mull has gone to Oakland where he becomes a member of the Sheriff's staff of Alameda county.

Mrs. Nelle G. Fletcher of the Menlo Specialty Shoppe spent the New Year holiday in San Francisco, remaining over today to purchase a new stock of ready to wear good for her popular little store here.

COUNTY MAKES BIG GAINS DURING PAST YEAR, SAYS REPORT

Outlook For 1931 Bright For Peninsula Cities

A very comprehensive report of the doings of the San Mateo County Chamber of Commerce has been compiled by Fred H. Drake, president, and Roscoe D. Wyatt, secretary and presented to the Supervisors. The report follows in full:

The Honorable
Board of Supervisors of
San Mateo County,
Redwood City, California.

Gentlemen: Again at stock-taking time the San Mateo County Chamber of Commerce is pleased to present for your consideration and information a brief survey of things accomplished during the year.

During 1930 the County Chamber of Commerce reports that it has:

Co-operated with other Peninsula organizations in furthering the approval by the Interstate Commerce Commission of the application of the Western Pacific R. R. to build its line on the Peninsula.

Requested the State R. R. Commission to approve application to operate passenger and freight auto service on Bayshore Highway.

Provided County Floral Exhibit in California Land Show, March 8-23 in Los Angeles, where County was awarded First Prize Gold Medal for Floriculture.

Publisher 50,000 four page county folders in two colors, for distribution in exhibits, information bureaus and by mail.

Secured motorlogs encouraging travel in San Mateo County, in Oakland Tribune, San Jose Mercury and San Jose News.

Had made 16 enlarged photos haidcolored for pictorial display at California Land Show and subsequent use at Ferry Building in San Francisco.

Endorsed efforts of San Mateo County Fish and Game Protective Association to secure a State Game Refuge on Spring Valley Water-shed.

Contributed 20 days of Manager Wyatts' time fo rservice on Industrial Technicians Committee, to draft an industrial analysis report on the advantages of entire Bay Region—under direction of the Committee of '49.

Approved changing name of Alameda de la sPulgas to Junipero Serra Boulevard.

Wrote and secured publication of an illustrated article on Floral Industry of San Mateo County, in Masonic World Magazine.

Arranged for a motor log on Coastside and Bandit built store at La Honda, in S. F. Examiner of Sunday, March second.

Furnished photos and story on Skyline Methuselah Redwood, La Honda Store and Woodside store for two page rotogravure in March number of the Pictorial California magazine.

Provided data on San Mateo County with photos for publication in Progress Number of California Real Estate magazine, and paid for full page advertisement in June number with national distribution.

Co-operated with local chambers of commerce in furthering the inclusion of the San Mateo-Halfmoon Bay road in the secondary state road system.

Arranged with Sixth Agricultural Dirtict in Los Angeles that the County scenic film be shown in California State Building in Exposition Park on four days each week during 1930—without charge to the County.

Contacted and informed 10,000 people about San Mateo County when they visited the County Booth at California Land Show in Los Angeles.

Gave illustrated lecture on the County to an additional 6,000 people who attended the Lecture Hall at the California Land Show.

Secured publication of pictures of Floral Basket, representing our Seven and a half Million Dollar Annual Bauquet, in every daily paper in Los Angeles at time of the Land Show.

Arranged for broadcasting of County's Flower story over nine radio stations in Southern California in connection with Land Show.

Co-operated with American Legion delegates in sending Floral Basket advertising flower industry, to Legion Convention in Los Angeles in December.

Furnished Flower Basket Float for parade at National Convention of Eagles in San Francisco in August.

Secured motorlog in S. F. Examiner on "San Joaquin to the Sea" or Halfmoon Bay road.

Contributed financially toward sending County Boy Scout Band with Floral Float to State American Legion Convention at Sacramento in August.

Provided County Exhibit at California State Fair August 28 to September 7.

Captured State Floral Sweepstakes at State Fair 1930, taking nine first premiums out of a possible eleven.

Secured Feature Exhibit Award on County Booth at State Fair.

Honored Pioneers of California by preparing Flower Covered Wagon with Ox Team for exhibit at State Fair, and secured publication of pictures o fit in 600 newspapers throughout nation through NEA Service.

Provided Floral Basket representing Seven and a half Million Dollar Annual Bouquet, for delegates of American Legion to take to the National Convention in Boston, Massachusetts.

Contributed financially to the Rotogravure Edition of Peninsula newspapers, to further the selection of Sunnyvale as a site of the West coast Naval Dirigible Base.

Gave financial support to the San Mateo County Philharmonic Society to provide Summer Concerts in the Woodland Theater.

Co-operated in conducting the San Mateo County Fall Flower Festival through services, exhibits and financial assistance.

Gave financial assistance to the Junior Livestock and Baby Beef Show held in South San Francisco October 27, 28 and 29.

Sent 16 enlarged county scenic photos for a San Mateo County Display for permanent use in Chicago Office of San Francisco Convention and Tourist Bureau.

Secured three full pages of rotogravure photos with stories about Floral industry and "Spring Valley cattle" (wild deer) in November number of California Pictorial magazine.

Arranged motorlog on cross county highways in Sunday Examiner, December 14.

Purchased additional prints of two reel County scenic film for use in educational field in five more states, making fifteen in all.

Acquainted more than 106,000 persons with the advantages of San Mateo County since last New Year's through showing this County Scenic Film as follows: Arizona 350- California 20,150, Colorado 1,882, Illinois 13,680, Iowa 4,643, Indiana 1,700, Kansas 5,769, Massachusetts 1,155, Michigan 9,166,Minnesota 1,795, Missouri 7,723 Nebraska 26,148, Pennsylvania 3,350, Texas 2,269, Wisconsin 6,280.

Converted this silent two reel film into a one reel sound film for theatrical distribution under the name "A Ramble Roundabout the Hoover Home" which has just been released and already booked in Cleveland, Detroit and Pittsburgh.

Distributed more than 20,000 County Folders through mail and such agencies as State Exposition Building in Los Angeles, Los Angeles Chamber of Commerce, the Chicago Office of the S. F Convention and Tourits Bureau and the Chicago office of the Los Angeles Chamber of Commerce.

Distributed 15,000 more County folders at California Land Show and California State Fair along with booklets of the various communities of the County.

Contributed the services of Manager Wyatt to the County Employment Committee, as secretary and co-ordinating agent of this Committee composed of County Supervisors and City Mayors in their co-operation with local chambers of commerce and city officials in furthering employment for county residents.

Worked with Statewide Committee of California State Chamber of Com-

Furnished material facts and cuts for story on flower industry of San Mateo County which appeared in October in Standard Oil Bulletin.

Provided floral table decorations as a courtesy to the Dartmouth College football team during its sojourn in San Mateo Counay before the game with Stanford.

merce in reporting and locating historic sites in San Mateo County, so uniform diversion markers may be placed on highways of state informing travelers how these sites may be reached.

This summary while complete, will enable the public to review some of the worth while things accomplished to the County Chamber of Commerce in 1930.

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CALIFORNIA NEWS REVIEW

One of the largest realty deals made in Napa Valley during recent months is the sale of the handsome R. H. Mercer residence in St. Helena to Dr. H. Jensen of Oakland, who has already taken possession of the property.

Turlock will be the seat of a $25,000 armory as a part of the 1933 tentative ten-year building program by the State, according to Captain Joseph Argilla, commander of Company A, 185th Infantry, Turlock National Guard unit.

The Red River Lumber Company at Westwood has adopted a relief program for the benefit of employes who have been with the company since November 1, but who have been laid off because of a lack of business. All such residents of the company town will not be charged house rent until they are again placed on the company payroll.

A movement for increasing the size and capacity of the Veterans' Memorial Building in Pittsburg was inaugurated at a meeting of the Veterans of Foreign Wars. With the growth of the city and increase in veterans' organizations and auxiliaries the present Memorial Building has become inadequate. Negotiations for a new building were put under way.

A new record for upper air wind observation was recently set at Oakland Airport when a Weather Bureau observer followed the course of a pilot balloon to an altitude of more than ten miles. The exact height of the balloon when it got out of range of the theodolite was 54,134 feet and the time required for it to reach this altitude was ninety-two minutes.

The State Highway Commission will recommend to the 1931 legislature that the Sacramento-Oakland highway be rerouted through the American Canyon, it was announced by State Public Works officials. The project, which will reduce the distance between the two cities, entails abandonment of the Cordelia-Benicia section of the present State road to Solano county.

Uniform automobile traffic regulations for the whole coast moved a step nearer realization with the formation of the Pacific States Motor Vehicle Conference. It will include state officials and representatives of automobile organizations of California, Oregon, Washington and Nevada. The organization will work to relieve the confusion caused by varying rules and laws in the different states.

A total of $327,500 was spent by San Jose this year for public improvements, City Engineer William Popp announced. Included in the expenditures were $69,976.37 for bridge construction; $82,670,38 for the second unit of an outfall sewer; $11,864 for tennis courts, park and playground improvements; $4411.87 for traffic controls, and $4000 for sidewalk construction. Six and seven-tenths miles of street were paved and three-fourths of a mile of sewer was laid.

In a determined attempt to relieve unemployment, a group of public spirited firms and individuals at Pittsburg announced that they would immediately begin construction of seven new residences. The movement, it was hoped, would stimulate a building boom which is necessary to provide homes for employes f noew industries. Plumbing contracts alone on the new residences will permit employment of five additional men, it was announced. Employes will be Pittsburg men exclusively.

Immediately following the present Christmas vacation, West San Fernando Valley pupils who attend the Owensmouth High School will take part in the ceremony of occupying the new building just completed at the school. The new structure takes the place of the one that was partly destroyed by fire in June two years ago. When school resumes there will be a dedication program, in which the girls' trumpet and drum corps and the high-school band will take part.

Two plans for renaming the streets of Upland have been placed in the hands of the City Planning Commission, it was announced. One plan calls for the consecutive numbering of streets running north from A street, avenues to be named alphabetically from Euclid avenue eastward. The second plan reverses the first one. It would name alphabetically north from the present A street, and the avenues would be consecutively numbered from Euclid avenue east, as at present, except that the numbers of the avenues in this plan would begin with zero hundred and progress by hundreds thereafter.

Location of the $5,000,000 navy dirigible base at Sunnyvale has now been assured. Southern California representatives withdrew their opposition to the site when northern California representatives agreed to support a $200,000 auxiliary base at Camp Kearney. Rear Admiral Moffatt, who had urged the Sunnyvale site, also recommended the auxiliary base in the south. Fred E. Supple, director of the bay region's committee, hailed the announcement as assuring a victory for the north and highly praised all organizations which have participated

Covering a route extending along the coast as far north as Vancouver, the Independent Stages, subsidiary of the transcontinental lines, Atlantic Pacific Stages, Inc., is now in operation under a permit recently granted.

That the Navy Department is assisting Mare Island in every way to keep the men busy in the public works section was shown when authority was received in the office of the commandant to spend $29,400 for the moving of machine tools in the shop change that was approved some days ago when $100,000 was alloted to Mare Island.

R. H. Ballard, president of the Southern California Edison Company, speaking to 3000 employes at Los Angeles recently, assured them of their positions in 1931. Ballard said the program for the coming years was bigger than ever and that the slogan for the company would be "Business as usual." He said none of the 5100 employes had been dropped during the present year.

Charges that the Great Western Power Company controlled the Western Canal Company in Butte county were dismissed by the State Railroad Commission. Sarah E. Ludy, owner of 866 acres in the county, asked the commission to declare the canal company and the power company both to be public utilities, subject to the regulation of the commission. Commissioner Thomas S. Louittit refused to consider her request.

Permission to take 7500 tons of sardines each year from the Bay of Monterey was won by the Globe Grain and Milling Company, when the State Supreme Court dismissed the injunction granted against the company by Monterey courts. By this action the Supreme Court indorsed the constitutionality of the fish reduction act passed in 1917 and amended in 1929 to allow the Fish and Game Commission authority to issue permits for the taking of fish used as fertilizer.

Scientifically important improvements on the 200-inch reflector telescope on Mount Wilson are being developed at the Mount Wilson laboratories at Pasadenat. The improvement is a new lens, invented and designed by F. E. Ross of Yerkes Observatory, to correct as accurately as possible the errors in the field of larger lens. The Ross lens is an eight-inch one, installed near the center of the focus of the 200-inch lens. It was designed to cut off the fuzzy cometary "tails" registered by parabolic mirror reflectors in the photographic images that are covered by the useful center of the mirror.

Lassen peak, only active volcano in the United States, attracted attention when what appeared to be a small irregular column of steam was seen rising from the crater. This same action has been noted by observers in Redding and nearby points intermittently for six weeks. It usually starts about 7 a. m. and stops an hour or so before noon. Charles T. Dozier, mining engineer and geologist and a former member of the faculty of the University of California, explained that cold air drafts come up from several sides of the mountain and on meeting at the top of the peak, form moisture or a cloud, which continues to form as the wind carries it away and appears to be smoke or steam rising from the crater.

The Pacific Hosiery Mills, Ltd., of New York, has purchased the Robert Morton Organ Company plant at Van Nuys and the factory, which at one time was one of the leading motion-picture theater-organ makers in the country, will become a hosiery mill. Within a short course of time, it is stated, the plant will be equipped with hosiery-making machinery and operations started. The organ factory still has a number of contracts on hand to be completed. These, it is understood, will be given to another organ plant to handle. During the peak of the silent motion pictures the plant at Van Nuys was unable to keep up with orders for theater organs. With the advent of the talking picture, business of the factory came to a sudden halt.

There is enough natural gas in the Kettleman oil fields to supply the entire State of California for a period of 119 years, or the cities of Los Angeles and San Francisco for 650 years, according to the affidavit, of Geologist Norman A. Rousselot, read into the record of the State's gas wastage injunction suit on trial in the Kings County Superior Court. Rousselot's affidavit was presented by Attorney Arthur Smiley, representing the Milham Exploration Company. Smiley denied that the Milham company is wasting gas as set for in the State's complaint, and also that the company is bound by what are known as correlative rights, contending that the Milham company has sole control of its holdings and is entitled to take therefrom gas and oil in conformity with its lease with the Federal Government.

Main street in Artesia is now closed due to construction, and as the work will progress as far north as Norwalk, it is expected that the route will be closed for some time.

Vallejo city employes have made such progress on the modernization of the Georgia street bridge that it will be paved and ready for use shortly. The work included the installation of new walks and widening of the pavement. The bridge is used by motorists visiting Vallejo Annex and the Benicia highway district.

Gives Bright Touch to Chapeaux; Dress "Comfy" for Sports Events

Ornaments Bedeck New Hats.

WHILE, perhaps, not so much is being said about handsome ornaments being featured as trimming for the mid-winter chapeau, yet a great deal is being done. Recent showings of new hats emphasize the fact of their voguishness very definitely.

As they are now playing their glittering role in the realm of millinery, ornaments are quite impartial as to whether they hobnob with velvet, satin or felt, or be the medium what it may, which goes to make up the vivacious little models which designers are creating for immediate wear.

Speaking of satin, it is making an unusually early appearance, but here it is, nevertheless, looking too smart and attractive for words, as it announces itself in terms of beguiling new tricorne and other off-the-face effects or as it forms alliance with perhaps velvet or felt as it is doing in repeated instances.

That very attractive model which is shown below to the left in this group of chic midwinter hat fashions is of satin. Hand-sewed strips of the black satin cover the foundation. The ornament which holds the drape and the loop in position is of elaborate design, the motif carried out in rhinestones in a silver mounting.

An interesting development in recent showings is the felt hat trimmed with satin. The model shown to the right below surmounts a black french felt with a puffed collar of satin, catching it to the crown at one side with a round ornament set with rhinestones.

Warmly Clad for Skiing.

It is really amazing how effectively a single rich ornament can achieve distinction for the hat which is otherwise void of trimming. To demonstrate, attention is called to the first hat here pictured. The wide-at-the-sides brim of this choice velvet model which folds back from the face so flatteringly is clasped with an exquisite fan-shaped rhinestone ornament.

Even the simple little felt hat is yielding to the persuasion of glittering rhinestone embellishment. In the instance of the black felt tricorne illustrated at the top to the right, two crystal buttons are positioned at a strategic point at the side of the crown. Ornaments are in high favor.

Much of the fun, when one goes out for ice and snow sports, is to dress to the part in picturesque fashion. An outfit may be ever so "comfy" but if it lacks style and beauty—well, what's the use of going skating, skiing and tobogganning if one does not add a note of chic and a splash of brilliant color to the scene?

As in all other phases of fashion, the ensemble's the thing! Every item from the crown of her head to the tip of her toes must combine to achieve a unified costume for the sportswoman who skiis, skates and toboggans in modish attire.

The outfit pictured below is ensembled with meticulous care. In this instance the navy blue flannel trousers and sweater—which has gone modernistic in color and design—have a gay colorful border matched in the gloves, beret and socks.

Bold checks, stripes and angora embroidery play a lively part in contributing the "touch that tells" to clothes as they dart across ice or dash down hill and across vale in the snow. Many women like the freedom afforded by trousered costumes, the trousers reaching almost to the ankles, with just enough space between to reveal gay socks which of course are as boldly colorful and designful as the decorative sweaters, scarfs and other details which go to make up a perfect outdoor ensemble.

Snowproof Norwegian cloth is a favored medium for these trouser suits. Waterproof suede cloth is also practical and makes up very attractively in such rich colors as bottle green, dark red, also navy blue. The accessories which complete these suits in dark warm tones indulge in a riot of vivid colors, as for instance a costume of navy suede with cap and scarf flaunting gay Roman stripes.

CHERIE NICHOLAS.

(©, 1931 Western Newspaper Union.)

California Ranch News

There are in the United States 152 Holstein cows which have made 1000 or more pounds of butter fat in a year. While they are widely scattered, it is worthy of note that California leads other States with twenty-two. Minnesota comes second with sixteen, while Washington stands a close third, with fifteen.

The greater portion of California's output of pomegranites comes from Tulare county. Of the 1600 acres in production this season, 1320 lie in Tulare county, according to Oscar Hemphill, county agricultural commissioner. The greater portion of this acreage is found in the east-side belt of the county. Most of the fruit is shipped out of the State or to Los Angeles and San Francisco.

Fire, believed to have been caused by defective wiring, recently destroyed the box plant of the Sun-Maid Raisin Growers at Selma. The loss is estimated at $15,000 to $25,000. The packing-house, which adjoins the box plant, was not damaged because of its concrete construction. The loss included a quantity of box shook and raisins of the Anglo and London-Paris Bank, which were being moved when the fire was discovered.

Alabama, Arizona, California, Florida, Georgia, Louisiana and Texas were refused permission by the Supreme Court to participate in oral arguments of a case brought by the American Fruit Growers, Inc., of New York City. The suit was instituted to determine the right of fruit growers not paying royalties to use preservatives covered by patents owned by the Brogdex Company. The states recently were permitted to file briefs.

Complaint by Kern county farmers that coyotes are causing considerable annoyance in many districts brought forth an aerial hunting expedition organized by Pilot Frank Don Carlos at Kern County Airport. A telephone call to 5626 will bring out the aerial hunters when any coyotes show up, airport officials announced. Slaying of these animals with shotguns from a plane has long been a favorite outdoor sport with local aviators and is a sure method of eradication, Carlos declared.

One of the largest jobs of puncture vine eradication carried on in Los Angeles county this season was at Ross Field, Arcadia, which is expected to be the site of the equestrian section of the 1932 Olympic Games. Owing to the complicated control of the property, which is owned by the Federal government and used by the California National Guard and Arcadia Golf Club, it has been difficult to obtain proper authorization for the work, with the result that the puncture vine has flourished. Through co-operation of the National Guard, the county agricultural commissioner's office was able to function there this year, with excellent results.

Walnut husk fly larvae were found recently at the mouth of Cajon Canyon, San Bernardino county, indicating a larger area of infestation in Southern California than was previously supposed to exist. The Cajon infestation is ten miles east of any previously known locus. Infested nuts have also been taken from isolated plantings between Cajon on the east and the Pomona-Chino district—known base of infestation—on the west. Inspections of mountainous areas in the northern and western parts of Los Angeles county are being carried on under the supervision of K. L. Wolff deputy county agricultural commissioner.

The Western Grape Products Company winery at Cucamonga has been purchased by Vai Brothers of Los Angeles, manufacturers of a wine tonic. The sale price is said to have been $125,000, the highest amount bid for the holdings. The same company also purchased the Grape Products Company's ranch No. 1 in Alta Loma, the sale of which was announced several days ago, but the purchased was then unknown. It is reported that Vai Brothers paid $40,000 for the ranch. Local grape growers say the winery holds 400,000 gallons of wine, and that the sale was made necessary to the highest bidder in order to remunerate local grape growers who had supplied the plant with their grapes. It is presumed the Vai Company will use the local winery for the manufacture of their tonic, and may possibly manufacture other grape products.

Grain test plots, including several varieties of wheat, barley and oats, have been planted in Palo Verde Valley near Blythe by M. S. Winslow, Riverside county farm adviser, and his assistant, N. L. McFarlane. The ranchers of the Blythe district are asking that a special assistant farm adviser be stationed in the desert valley, to aid in the diversification of crops. This way of widening the scope of crop production is the only means of reaching permanent prosperity, they feel.

A classification of citrus oil sprays is being made by the division of chemistry of the State Department of Agriculture for the convenience of grove owners and others interested in pest control. Oil sprays used in Southern California, the division declares, fall into five distinct groups according to their distillation tests, and these groups probably will be designated as light, light medium, medium, medium heavy, and heavy. The distillation test indicates more closely than others the actual effect the material has on insects. Confusion resulting from determining the quality of a spray by its chemical analysis will be avoided by this means, it is hoped.

The beef-cattle breeders, realizing that the principal scene of their future business is to be in the West, decided to come to Los Angeles this year, and there have been few shows of Herefords that equaled the one that was held there this season. When the classes were judged in the arena, the announcements read like a roster of the States. Animals from Kentucky, from Indiana, from Missouri, Texas, Colorado and other States, fought for supremacy with California. It was a real national affair. When nearly two dozen herds of one breed from all over the United States gather for showring rivalry, it means that the breeders recognize that show of real importance. While the Herefords predominated, Aberdeen-Angus and Shorthorn breeders were there with fine representatives of their breds.

The growing of mint, from which menthol is manufactured, is an industry that has developed in the Shafter district within the last three years. From a small planting of two acres grown as an experiment, David C. Unruh obtained such good returns in 1927 that the following year he enlarged his planting to fifteen acres, which was all the land he had available, and this year he rented ten acres more from a neighbor for the same purpose. About fifteen growers in the Shafter district are now producing this crop, for which they receive annually many thousands of dollars. A modern electrically equipped distilling plant has been built to care for the mint. The menthol oil is contracted for on a definite basis and the growers are paid cash at the still for their product as soon as it is delivered.

A Barred Plymouth Rock hen from the Dryden Poultry Breeding Farm at Modesto, brought honors to California in the 1929-30 egg-laying contest at Storrs, Connecticut, with a record of 334 eggs in fifty-two weeks. Member of a pen of Rocks which averaged 240.8 eggs per hen, this particular bird beat all hens of any breed in the conest. It also made the highest record for a Barred Rock in nineteen years at the contest, which has trapped some 20,000 hens in that time. Its record was exceeded only once in the nineteen years, and that by a Leghorn hen which laid two eggs more. It made the highest record for any hen of a heavy breed in all contests in the United States during the year, and was only exceeded by one Leghorn hen. Its mark this year was the highest United States contest record ever made for its breed.

Quarantine inspection of automobiles at the California border was begun in 1921. In that year, the alfalfa weevil was discovered in Western Nevada, in the vicinity of Reno and adjoining the California line. Several camp-grounds on which alfalfa was growing were found to be infested by this serious pest. The possibility of transporting the insect into California through the medium of camping equipment was recognized and border inspection stations were established on several of the principal highways leading into this State from Nevada. The first year these stations were operated, living alfalfa weevils were found in camping equipment, demonstrating the necessity for a continuance of this type of protective work. The following year, similar inspection stations were placed in operation on the three principal highways leading into Southern California from the eastern and southern United States. Over these southern highways traveled tourists from the cotton and citrus growing States of the south. It was discovered that often these motorists were carrying in their baggabe, as souvenirs or for planting purposes, cottonseed and cotton bolls which might be the means of introducing into California the cotton boll weevil or the pink bollworm of cotton.

The R. M. Covey Company, for the last ten years engaged in the packing and distribution of eggs with a plant at Los Angeles, is to establish its main plant at Van Nuys after January 1, next. A large building for the purpose is nearing completion. Mr. Covey stated his reason for moving into the Van Nuys district was in order to get nearer to the center of the large egg production in San Fernando Valley. He also said that the company has been doing a $500,000 gross business annually, and that this likely would be increased with location of the plant.

GRAYDON'S

RADIATORS, BODY, FENDER REPAIRS

In case you have a wreck or a smashup with your car get in touch with Graydon's at 590 South First street in San Jose.

Not only in the city but in all the surrounding territory this well known firm is famous for the expert work they execute in rebuilding wrecked cars and repairing damaged cars. Even though many individuals and organizations are carrying on campaigns for more careful driving, the steady and rapid increase in the number of vehicles on the streets and highways makes the total elimination of smashups impossible. For many miles around experienced motorists and garage men have learned to call upon this firm for service on wrecked cars. In many cases they have completely restored wrecked cars which owners had thought were beyond the aid of expert service

A small scratch on your car they will take care of in a jiffy. A bent fender or crushed body they can fix in very short order. In these days of congested traffic it is not necessary for you to wait weeks for such work as this. Here is a firm which specializes in this service, and they can turn it out for you right away. Bent fenders, they can make look like new, and all other features are efficiently handled.

Their service is known far and wide for its excellent work in the body rebuilding department and has rebuilt many damaged bodies. This firm is considered an authority upon body rebuilding and is consulted by many on this work.

Better call and see them the next time you are in town and have a talk with them.

Associated with them you will find only the competent, for it is the policy of this establishment not only that each member of the management be expert but each employe as well.

In making this review of the onward progress we wish to compliment this well known establishment upon a superior service and one that is ever courteous and satisfactory.

Sam Schilly

PERMANENT WAVING

Headquarters for Sam Schilly Permanent Waving at $5.00 Experts in every form of beauty culture. At 193 South First street, upstairs in San Jose. Phone, Columbia 2450.

Personal attention given to every patron. Their work is as different from the ordinary trend as a cheap suit from an expensive one.

They are competent to handle every texture of hair. All permanent waving guaranteed.

This shop renders a fine service in high class permanent waving for the ladies of this section.

They specialize in modern permanent waving, which is the only scientific method because it treats the hair according to the individual requirements.

Here will be found a most distinctive beauty shoppe which has gained a well merited patronage from among the most discriminating matrons and misses of not only the city but from the smaller towns and surrounding country as well. Study and experience on the part of the operation here places this up-to-date shoppe in the rank of professionals in their line.

No matter how discriminating the patron may be the most advanced modes of permanent waving received here will prove both surprising and satisfactory.

A permanent waving specialist has come to the defense of the country girl and her city sister, saying "It is not vanity that makes a woman desire wavy hair, it is natural impulse." Everyone had curly hair and it was curlier in damp weather than when it was dry. The rain that today takes the curl out of a woman's hair put more curl in it in the old days and it does today when the hair is restored to natural functioning.

Hair after the permanent wave process, is nearly restored to its natural conditions and responds thereafter to the natural heat of the body and natural moisture of the atmosphere. On an extremely dry day a damp brush will increase the curl instead of taking it out. These things all go to prove that nature will assist the permanent wave.

We are pleased to recommend Sam Schilly's work to the ladies for high class permanent waving.

HOTEL ST. CLAIR

A RADIO IN EVERY ROOM

Admirably located in San Jose at Market and San Carlos.

This is a very well known home where the best of everything is to be had. Courteous, efficient service is the outstanding feature. Anything that contributes to the happiness of the traveling public is at hand.

In bygone days, the wayside inn was a resting place for the weary traveler who stopped for a night or perhaps a few days lodging. The inn was a general meeting place for men high up in military affairs and affairs of the state. Gathered nightly around the fire, the momentous problems of the day were discussed with the stranger who happened to pause in his journey.

In the conversation of travelers, certain hotels named stand out as the ones from which the best of modern service can be received. By this means as well as others, certain hotels are made famous. Certainly this hotel in our own city ranks as one of those to whom all the people turn when they are away from home. Nothing that could contribute in the smallest way to happiness and convenience of the traveling public is omitted. They are greeted with a smile and in a friendly helpful way, they are given what can be gotten.

From the smallest bell-boy to those who are at the head of this progressive institution, a stranger is made to feel that he is in a real home. Indeed, it is a real home for it has all the conveniences that modern science has evolved.

As you arrive at the door, a courteous bell boy meets you and in that easy friendly way that tolerates no overbearing or unpleasantness, he escortes you to the desk. Here, the clerk extends to you the glad hand of welcome and offers the best that they have.

As the door of your room is opened for you, the spotless white of the linen and towels strikes you. You cannot help but notice the cleanliness and easy comfort of the room Your enthusiasm mounts to a high place. If there is nothing more which you desire, you lounge around with that comfortable feeling of possession of a rich gift.

Every thing that your heart wishes for is at a moment's call.

The services that you receive in a friendly, efficient way are the sign posts by which the Hotel St. Clair is marked out along the highway of the traveling public.

Clanton's Furniture Store

With progressive store in San Jose at 136 West Santa Clara, is a firm who features quality furniture without high prices.

This well known establishment carries one of the largest lines of furniture to be found in this section of the country and here is represented all that is good in furniture craftsmanship.

They have a very large store and are able to purchase quality furniture direct and thus buying in large quantities also have a large stock from which to make selections. The large business assures you of getting the very latest as they turn the stock very often.

They are able to offer you complete service in the way of mapping out your furnishings to harmonize and can give your home the cast of any period you desire. Their furniture is all well built.

No matter whether it is a single piece you want, a room furnished or the whole house, you will find the service at this store intelligent, co operative, but at the same time not obtrusive.

It is hardly possible for us to give a concrete idea of the excellent stock that this firm carries for the accommodation of the public, or the high quality offered at reasonable prices.

A visit to the store, however, will readily prove to you that it is the proper and most advantageous place to buy. This establishment and the men who direct its affairs are contributing in no little measure to the progress and development of this section of the state, and especially to that portion within a radius of several miles around. This community is more progressive and more attractive by reason of their activities and in this review of our onward progress, we wish not only to compliment them but to urge all our readers that they can do no better than to visit the store when in need of anything in their line.

Their business policy is exemplary of that old maxium, that "Nothing Succeeds Like Success."

Clanton's Furniture Store is one of the most important institutions of this section and serves the people in a most efficient manner.

The First National Bank of San Jose

Conveniently located in San Jose at First and Santa Clara.

This bank has greatly aided in the industrial and social progress of this vicinity by rendering an essential service in general banking and finance, embracing all features of this service.

This well known bank is an institution that has gained prestige at such a substantial rate since its organization that it has taken its place as one of the Gibralters of Finance in this section, as it is conducted with a conservation that makes it a very reliable institution.

This strong financial institution has aided in the upbuilding of the community. A few dollars started in an account has placed many a man on the road to success. The possessor of a bank account soon becomes a home owner and then has money on deposit from which he draws interest This is the road to success and this institution has been instrumental in starting many a man who has acquired habits of saving that have made him and his family happy in the possession of a comfortable home.

The history of this bank shows that it has adopted a policy of faithfulness and service. "Stand by and fight for those with whom you have placed your faith." This bank stands by its customers at all times, in peace and prosperity as in storm and stress. Faithfulness and service have been their watchword and guide for years. They can be a friend indeed to you if you are one of their depositors.

The various departments are so arranged as to faciliate the rapid prosecution of the business, as well as for the convenience of its patrons.

This enables them to render a most complete financial service and every phase of its activities is under the guidance of a man of experience and a comprehensive knowledge of modern financial service.

The officers in charge are men of well known financial and executive ability, and in the conduct of the firm's business, have always adhered to the great cardinal laws governing trust and finance. Under their direction, we predict that this well known company will continue to be one of the best conducted institutions in the state.

We are glad to compliment The First National Bank of San Jose upon the great success of the institution and to say that it has been a potent factor in the upbuilding and progress of the community.

GLADDING BROS. MFG. CO.

One of San Jose's leading industries located at Fourth and Keyes, where they manufacture a complete line of sewer pipes of all sizes and of the highest and most enduring qualities.

There is no company more worthy of extended mention in this review than this well known institution. Under the direction of men thoroughly conversant with every feature of the business it is not strange that it has become one of the most important commercial assets of the community.

This is the day and age when the public demands not only magnanimous service, but the best at a reasonable price. Thoroughly conversant with the general conditions and with an exceptionally wide experience in their particular field of endeavor the management of this popular institution has been able to render a service to the people in their line that is distinctly satisfactory. Real service at most reasonable price possible has been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

The management and assistants are men of long and practical experience in this business. They are thoroughly conversant with every detail and are considered an authority in all that pertains to the operation of a modern establishment. They are of the foremost business men of the city and have aided in the development of this section.

This establishment is not only well equipped and expertly operated, but is also one of the industrial and commercial organizations of the community and renders a service that is necessary to the onward progress of the community.

In making this review of the onward progress of this section of the country we wish to compliment this firm and management upon the admirable manner in which the business of this valued institution is operated; upon the progressive and public spirited policies. We wish to commend Gladding Bros. Mfg. Co.—to our readers as one of the distinctive features of the commercial efficiency of this part of the state and as headquarters for high grade sewer pipe of any description.

L. R. Hansen Marble & Granite Co.

Located at 21 Maple street in San Jose. They have one of the finest display rooms in this entire section where visitors are always welcome. Have a select line of memorials to choose from.

They are large dealers in monuments of granite and marble. Every grave should have a marker.

If you are looking for monuments of marble or granite of any description you should consult this firm.

This is one of the best regulated institutions in this section. When they started their business from then until the present time it has been known as the best place to buy monuments or markers of any kind gaining a well merited reputation for service and reliability.

Here will be found a large selection of finished work ready to letter, to make your selection from, at bottom prices. This firm does their own work, selects the best grade of stock and has the best equipped shop in this section of the state.

Their plant is equipped with the latest inventions for producing work of this kind in the best and most economical manner, enabling them to finish and handle the products at the minimum expense. Lettering and carving are produced by the latest method, which leaves the edges perfectly true without stubs or flaws from cutting, and which produces lettering of an artistic merit not heretofore attained.

The manager is one of practical experience in his chosen line with years of experience. All work is done under his personal supervision, thereby giving the best in this line at reasonable prices.

The charges are always right, no matter if you get their prices before or after they render your service. You will not knowingly be taken advantage of.

When you want a monument or marker of any kind, it will pay you to write L.R. Hansen Marble & Granite Co. and they will be greatly pleased to take the matter up with you. In this edition we are pleased to call our readers attention to this progressive business firm and their up to date establishment.

Auto Service & Machine Shop

At 71 North Fifth street in San Jose.

Under the direction of the management and assistants who are experts in this line.

They have regular factory equipment to do their work. One of the firms to which we refer readers of this issue.

Equipped with the latest and best mechanical devices for all classes of machine shop work.

With a service department on a par with the best and with efficient people in charge of every feature of their service this well known establishment has taken its place as one of the vital factors in the business life of this part of the state.

This is one of the most modern concerns in this part of the state and has a reputation for turning out work of class, for the reasonableness of its charges and for getting it done when promised. Upon these lines they have built up the business to its present high standing.

The plant is a model institution of its line, being one of the most modern and up-to-date in this part of the country. The latest improved machinery is used in all their work and the place is a model establishment.

It has proved a valued addition to the business organization of this section, because such complete equipment and experienced men are able to turn out the highest grade of work. In fact, the business of this concern has grown to large proportions and has merited the wide popularity attained.

No matter what may be your needs in this line they are able to take care of them. They are machinists of ability and repute and are able in an instant to tell you exactly what is wrong, what the probable cost will be, and if you can get the article in question. If it will pay to fix the particular part they will promptly tell you so. One of the special features of the place is getting out work on time and when promised.

There are no more public spirited citizens in the community than the management of this up to date concern and in making this review we wish to compliment and to direct attention to this establishment as one of the reliable business institutions of the community which has added to the development and progress of this part of the state.

CHARLES O. DEAN

CLETRAC TRACTORS

Headquarters for the Cletrac Crawler Tractors in San Jose at 269 West Santa Clara. Cletrac Tractors are particularly valuable in road building and grading. Everything new and modern in tractors and equipment can be obtained here.

As the general purpose of this edition is to give both the local and outside world an adequate idea of our progress and the general excellence of our various products, we deem it quite appropriate to devote this space to this well known firm.

This well known concern is prepared for display of stock to advantage of their patrons. All their tractors and supplies are of the latest patterns and include all of the most recently improved inventions and improvements. The stock is composed of tractors and supplies well known thruout the world as best on the market. Men are in charge who are courteous and accommodating and who will be pleased to demonstrate to anyone who desires to drop into this favorite trading place and keep up on the highest grade of tractors and supplies.

This is farmers headquarters and is a center for the people when driving to town. The very best of attention is given to the people from the surrounding country. If you do not happen to know the members of the firm, drop in and get acquainted for they dispense genial hospitality here to all the neighbors.

In making this review of the onward progress of this section of the country we wish to compliment this store and management upon the admirable manner in which the business of this valued institution is operated; upon the progressive and public spirited policies. We wish to refer Chas. O. Dean's popular place to all of our readers as one of distinctive features of the commercial efficiency of this part of the state and is headquarters for many people.

NEHI BOTTLING CO.

With very modern quarters in San Jose at 67 North San Pedro—are bottlers of the famous Nehi beverages that are in great demand as the trade has come to demand the brand that comes from this modern sanitary establishment.

They are bottlers of Nehi, East Side Brew, Coast Club Rickey, and Coast Club Brew.

This well known enterprise which is a model of its kind is one of the best to be found in this section being equipped with all the necessary appliances for the manufacture of Nehi, the drinks which are very popular, in the preparation of which only purest and most wholesome ingredients are used, they exercising the greatest care in the preparation of the popular products which from every standpoint is the best to be had in this section, for no more refreshing or delicious beverage could be asked for than their varieties as all who have partaken of these palatable beverages can testify and they are no dearer than those of much inferior makes, a fact which is worthy of due consideration by all who partake of beverage in any form

It contains a high percentage of calories, which builds up the body, also contains a portion of carbonic gas which is a germ destroyer and greatly aids digestion.

The old and true saying that the best is always the cheapest is just as applicable in this case as in many others and these drinks have quality as well as quantity — and a satisfied customer is the best asset of any business establishment which depends upon the continued patronage of the public in general. They operate many delivery trucks which are constantly on the go supplying the wants of the many customers in the city and vicinity and all mail and telephone orders receive prompt and careful attention.

In closing we can say they deserve due credit for the high standard of excellence maintained in the operation of their model industry and they are doing their share in maintaining the reputation of local made products. Those who may need anything in this line will find the Nehi Bottling Company's goods all that could be desired while they are gentlemen whom it is a pleasure to know and do business with at all times.

DR. C. O. MACE

DENTIST

Always open until 8:30 each evening which makes it convenient for working people as it avoids loss of time from one's work. The largest and best equipped dental offices in San Jose. Located at 75 South First street.

In extraction work they feature the painless methods which eliminates all pain. Their advice is always save your teeth if you possibly can. However if you have any teeth that should be extracted you should not hesitate.

It frequently happens that one suffers with ill health for a long time one doctor after another is tried, trips to health springs are made without avail and a single visit to the dentist will reveal the difficulty. It is well known that many people whose teeth look perfect are often the victims of hidden poison from the teeth that tears down health and shatters nerves. Just because your teeth do not hurt you is no reason you should neglect them. Tooth decay never makes itself known until after it has started. The sensible and economical thing to do is to have your teeth examined every six months or year, and if there is a decay or some other imperfection it can be immediately corrected and will eventually save an extraction or an expensive filling.

They are specialists in making plates, bridges, crowns and inserting fillings. When you have a plate or bridge made you want it to fit comfortably and naturally and you do not want to return again and again to your dentist with a complaint of unsatisfactory work. When you have your work done here you can rest assured you will receive the best service possible and the personal interest in each and every patron extends so far that you are given individual attention whether you are having a single tooth filled or work done that extends over a period of months. Long experience in their profession fits them admirably for any dental work they are called upon to do.

We are very glad to recommend Dr. Mace, Dentist, to our readers and are certain you will be highly satisfied with the services.

BOB MURPHY

MEN'S WEAR

Every purse and every taste is satisfactorily served in this store for men and young men in Redwood City at 2639 Broadway.

They are one of the foremost dealers in men's and young men's clothing and furnishings in this section.

They handle only reliable and quality goods and offer an individual service that is a pleasing feature with the buying public.

In their large and varied stock anyone can find his favorite cut and color combinations and still be assured of the most up-to-date styles in clothing. The discriminating youth can here satisfy his desire for distinction and personal performance at a price he feels he can afford to pay.

This dependable concern takes a just pride in being prepared to economically clothe the man from head to foot. They not only carry a large and representative line of clothing for men and young men, but are equally well prepared to supply your needs in underwear, sweaters, shirts ties, handkerchiefs, socks and hats and caps. All quality goods priced to sell rapidly and in the seasonable styles and colorings. It has always been the custom at this popular clothing house to give the public up-to-date merchandise in every case.

No old styles or obselete patterns are carried over in any line, thus the public is assured the latest creations and adoptions and have come to know and rely on this firm for its modern features in merchandising.

The sales persons here will be found courteous and tireless in their efforts to serve you. Truly this is an ideal place to supply your needs in general haberdashery.

In this business review we are glad of the opportunity to commend Bob Murphy's store to all the men and young men of this section and can assure them of the squarest kind of a square deal at this clothing store.

WESTERN FOUNDRY

In San Jose at 62 Stockton ave.

This concern has one of the best equipped foundry plants in this section of the state.

This is one of our most flourishing industries and is fully worthy of more than passing notice at our hands for not only is it one of the leading concerns engaged in its special field of endeavor in the country, but its work has gained a wide reputation for general excellence and is considered the best that can be secured in this line of endeavor.

By dint of hard labor and the unflinching determination to master every detail of this calling, they have earned a training in the intricacies of the profession that constitutes them authority on all subjects pertaining to this trade. Well versed in all the technical theory of their business, they have merited the position that they have attained as experts, so no matter what problem you have in this work, they can solve the solution which will operate to your best advantage.

It is not surprising then that this concern should have such a successful career in business or that it should now be one of the leading foundry establishments in this section of the country.

They do a general foundry business and the superiority of their foundry work is well known throughout this section, especially among manufacturers.

San Jose Tobacco Co.

WHOLESALE CIGARS AND TOBACCO

A progressive concern at 43 North Third street in San Jose.

It is a well known fact that there is no one institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment witnesses continued increase in the number of its patrons.

They deal on a large scale and their activities are conductive to the progress and expansion of the community in no small degree.

This is the day and age when the public demands not only magnimous service, but the best in quality at a reasonable price. Thoroughly conversant with the conditions and a wide experience in their particular field of endeavor the management of this enterprising concern has been able to render a service to the people in their line that is distinctly satisfactory. Prompt service at most reasonable price possible has been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

This establishment is not only a well equipped and expertly operated concern, but it is also the industrial and commercial organization of the community and renders a service that is necessary to the onward progress of the community.

There are no more public spirited citizens in the community than the management of this well known concern, and in making this review of this section we wish to compliment them and to direct your attention to this establishment as one of the reliable business institutions of the community which has added to the development and progress of this part of the state.

We are glad to compliment the San Jose Tobacco Co. upon the position they occupy in the life of the period and call their excellent and satisfactory service as well as reasonable price to the attention of the public.

Service Electric Supply Co.

WHOLESALE ELECTRICAL SUPPLIES

With modern establishment in San Jose at 303 West San Fernando, is one of the foremost wholesale electrical supply firms in this part of the state and enjoys an ever increasing patronage.

Because of the great volume of business transacted through their extensive wholesale establishment, and because of the up-to-date business methods and the high quality of products handled, this well known establishment has gained for this section a commercial prestige as an excellent market for retailers that could be gained in no other manner.

Thousands of dollars are brought into this section each year through the trade channels, presided over by this well known house and a number of people are also given employment by this concern. The fact that their trade extends over all adjoining counties, which is their special field, brings new faces, new business and adds prosperity to the city in which they are located.

Their supplies will be found in the leading stores and shops.

The story of the success of this firm is one that many business men would find profitable reading.

The firm began its career with the belief that success could be obtained by furnishing goods of quality upon a reasonable margin of profit. With this method in mind and reduced expense on an account of their location, they proceeded upon their career upon the solid foundation of good values and reasonable prices.

So extensive and established has become the trade of Service Electric Supply Co. and their fine brands of goods are known in this section. From their large offices and warerooms merchants in this section can receive their supplies.

Each department of this well known house is in charge of men thoroughly conversant with wholesale conditions, while the management is in charge of men who have had wide experience in the buying world.

BEST MEAT CO.

Located in San Jose at 213 West Santa Clara.

A large number of people in this section have learned that the quality and price that prevails at this meat market can not be duplicated. Stop at this market when you are in town.

This meat market is one of the prominent establishments of its kind in the community. Providing as it does only the finest quality of meats at most reasonable prices.

By buying in large quantities they are able to place the finest quality obtainable at low cost to consumers.

This prominent market is strictly modern, clean and sanitary. Purchasing as they do only the finest grades of meat and keeping it in their up-to-date method, the public is assured of only the best in meats.

In fact when any one speaks of meat the people in this community think of this place.

This up-to-date place is the community's most economical center for fresh meats. The meats are prepared under the most healthful conditions and are then kept clean and sanitary in the market, so you need have no fear of unclean food when buying here.

Here you not only save on the price of your meats but you receive the best meats and quick, courteous service. They take great pride in serving the public promptly and obligingly. If you are not familiar with the different cuts of meat they will gladly explain them to you. Many customers have learned the relative value of different cuts of meat through the courtesy of Best Meat Co.

Daily this well known concern is serving more people. The demand for their products is always increasing. They meet with the approbation of the public and there are few families in this vicinity who are not patrons of this market.

In this business review we wish to congratulate the community upon having such wholesome, sanitary establishments, so ably managed, in their midst.

MUDGETT & BENNETT

AUTO ELECTRICIANS

A. B. Bennett, prop. Manufacturers of Batteries, parts, battery and electrical repairs. Located at 496 West Santa Clara in San Jose.

This well known concern renders an unexcelled service in the repairing of any make of battery for their many friends.

No adjusting or repair on an automobile is more delicate or requires more careful technical skill than adjustment to the electrical system—starting, lighting and ignition and the storage battery. This company was organized to handle in an expert manner just such delicate work.

No automobile owner wants to take a chance on his starting, lighting and ignition system. Anyone can grease the car, fill it with gas and oil or even make minor adjustments, but the electrical system must be entrusted only to an expert.

That this firm has qualified in the eyes of the public is proven by the fact that the number of its patrons is constantly increasing. It is a policy of this shop that no piece of work must leave the shop which does not give satisfaction to the user. This is an exacting demand for the establishment to make on itself, but its management believes that it pays in the long run.

Who has not experienced the trying situation of finding that a short circuit has thrown your lighting system out of commission on a dark night? Or where is the business man who has not started for his office in a hurry some morning only to find that nothing happens when he kicks his starter? Such circumstances as these are to be guarded against. For this purpose this shop has set up a special service, solely for the benefit of the public.

It is a tribute to this shop that manufacturers of many standard makers of automobiles have made it the official starting, lighting and ignition service station for their cars. A greater tribute to the shop, however, is the way in which the work of this shop has increased since it was started. Time and again additions to the corps of workmen have been necessary to take care of the work brought in. The service is yours for the asking.

The management of this shop knows his business from A to Z.

Mudgett & Bennett's shop do not only conduct their business for the service of the public but is interested in every project for the people as a whole.

Concerns requiring large quantities of castings often find it difficult to find a reliable source of supply where they can obtain a continuous and uninterrupted flow of good castings that are uniform in strength and at the same time, soft enough to machine economically. We are very fortunate in having such a plant in our midst that can be depended upon to produce this class of goods.

In making this review of the onward progress of this section we wish to compliment the Western Foundry and direct readers to it when in need of anything in the line.

Words that dont mean anything

Nothing.
Prohibition.
I am pleased to meet you.
Sale price.
Stop, look and listen.
I will serve the people to the best of my ability.
I will pay you Saturday sure.
Love, honor and obey.

Lady, why my husband came home from playing gold yesterday and said if he had had a better handicap he could have had a better game, so I want to get him one for his birthday.

Ten Business Commandments

1. Be prompt—be on time for work and all appointments.
2. Work hard—Accuracy is better than haste.
3. Work hard—tackle the hardest job first every day.
4. Love your work—There's a sense of satisfaction doing work well.
5. Have initiative—Ruts often deepen into graves.
6. Study hard—The more you know the easier and more effective is your work.
7. Have courage—A stout heart will carry you through difficulties.
8. Cultivate personality—personality is to the man what perfume is to the flower.
9. Wear a smile—it opens the door into the sunshine beyond.
10. Do your best—give the best you have to your job and the best will come to you.

Marianna Shoppe

In San Jose at 25 West San Fernando.

All of these garments are known for their smartness and their individuality of design—Entire establishment under direction of management of excellent taste featuring high grade goods at reasonable prices one of the real economical trade centers of the community.

Individuality and distinctiveness of design is noted in specialties and ready-to-wear from this establishment and this is in a large degree responsible for the extensive trade of the store.

All the goods for the store comes from the arbiters of the very latest fashions and are of rare beauty.

All the garments of this up-to-date store are not just ordinary, but have a style of their own. A large line of the season's stock is now on hand for the accommodation of the public and no matter whether it is street, sport or dress suit or garment of any design you may desire you can get it here and it will be becoming and give you taste and good looks.

In this age of high prices this store is recognized as the one place where the women of the county can be fitted out in garments of the day at a reasonable figure. People marvel at the excellent merchandise that can be obtained here at prices lower than those prevailing on the usual run of merchandise of the day.

They exercise wonderful taste, which is responsible in a large degree for the excellent patronage of the store. The principle upon which this store is operated is that of furnishing individual and distinctive garments of all kinds most reasonable and meeting any and all competition as to style and price. This accounts for the fact that the establishment is the mecca for the well dressed ladies of the community.

While you always have at your command here the newest creations and the highest quality, yet the prices are most moderate.

It is a pleasure for us to direct your attention to Marianna Shoppe as one of the most important features of this community's commercial efficiency.

Santa Clara-Vly Hatchery Co.

In San Jose at 1049 Lincoln street.

This progressive hatchery is one of the institutions of the community that is aiding in the development of better poultry raising. It is headquarters for poultry men and those interested in poultry for many miles around. Readers will find a visit to this hatchery both profitable and interesting.

Poultry raising has taken a prominent place in the agricultural life in the state. Justly so, as the climate and general conditions favor poultry propagation more so than any other section of the country. Then too it is highly profitable as there is always a ready market for poultry and eggs.

However, there is room for improvement in the breeds and this hatchery is aiding to a large degree in the promotion of better poultry stock by hatching chicks that are of excellent strain. Their chicks may be purchased in any number as the facilities are adequate to take care of any order large or small.

Stock from this hatchery are of the best breeds and as a consequence are excellent layers. The chicks sold are free from many common ailments with which poultry is sometimes afflicted. Their chicks are very sturdy and with a reasonable amount of care will develop into fine stock and good layers.

The management of this hatchery welcomes visitors and is glad to explain to the uninitiated the different breeds and their qualities. They will be glad to give you pointers in regards to feeding and caring for chicks after your purchasing. Their interest in you does not end with the purchase of chicks. Their interest only ends when the purchaser is satisfied. By that we mean that if any of our readers buy chicks at this hatchery at any time they are free to call upon the management for advice as to the care of the chicks.

We wish to refer Santa Clara-Vly Hatchery Co. to all of our readers as headquarters for high grade chicks and assure them that their wants will be taken care of efficiently and satisfactorily.

McMULLEN GARAGE

New and second hand auto supplies, battery service and storage, in San Jose at 149 East Santa Clara.

Their service is prompt and courteous and they have provided every modern convenience for their patrons. You can drive your car in here, have it washed, greased and polished according to your own idea. One of the main features of their business is the storage of automobiles. The rates are very reasonable and you can store your car in here for a few hours or for months.

Shoppers will find it very convenient to leave their car here while in the city. You will eliminate that old troublesome task of looking for a parking space and save the chances of having your car stolen. Then, too you will not be bothered by the traffic and having a fender crushed or the body scratched.

Another convenience you will find evident is that while shopping, happen to have a number of bundles and packages, that you can leave them at this garage to be placed in your car while you attend a show or go on any errand you may find necessary.

Their storage facilities are excellent. They have a large, well conducted storage room for cars and they are responsible and reliable and the rates are very reasonable. So when you are in the city you need not hesitate to leave your car with this concern.

The proprietors are well known business men and progressive boosters for their home community. Their establishment is one of the leading tire and accessories shops of this section and in this business review we are pleased to compliment them upon the metropolitan service and the quality and satisfaction that they are rendering the automobilists at their modern establishment in San Jose.

It makes no difference what make of car you may be driving or what reputation it may have for service or sturdibility, the years of service obtainable from it depend largely upon the care that has been taken of it and the class of service it receives in the hands of mechanics.

Courteous service, adequate accommodations and the lowest cost consistent with a high quality of work are necessary attributes to such a policy, and this paper feels sure that the public is glad to respond to such a policy.

Keystone Coffee Co.

At 257 North Market street in San Jose.

They are roasters and blenders of well known coffee — have a large patronage which is increasing rapidly over this section.

This section of the country, as a whole, has an added business advantage by having in its midst such a well known establishment as this one whose commendable business methods and products of the better quality, have gained for them an ever increasing business that can be noticed by the large daily shipments leaving their exfensive establishment.

The next time you purchase coffee be sure to buy a package of their coffee.

It is a blend of the finest green coffees the world produces, selected with painstaking care, always uniform in quality, rich, full flavored and crystal clear.

Remember, to get complete coffee satisfaction, you must buy good coffee. You can never go wrong with any of their coffee because it has the quality in the green beans to start with, and the roasting and blending are scientific procedures. Immediately after it leaves the roaster, the coffee is steel cut in huge machines which leaves nothing but the pure, delicious roasted coffee and it is put up at once in the familiar package which keeps in all the delicious flavor until it reaches your table.

Good coffee is an economy. You may be able to get just as many cups out of a cheap pound of coffee but think how much you are going to sacrifice in the way of flavor, strength and aroma. To get a cup of coffee from poor quality merchandise equal in strength to a cup from high grade goods, you must use more coffee—and still you lack flavor and smoothness.

Buy a package of their famous coffee from your grocer. If after you have used half of it, you are not completely satisfied that it is the best coffee you have ever used, return the unused portion to your grocer and he is authorized to refund your money. This is their guarantee.

H. Bleiber

DECORATIVE IRON WORKS

In Palo Alto at 744 High st.

Their ornamental iron work has always been in demand for the better type of building. One of the largest in this part of the country.

In a review of the business interests of the community there is no concern more worthy of extended mention than this one.

Here the public has at its disposal the services of men who possess the know how and who obtained their very modern business education in the school of practical experience. From the inception of the enterprise, quality has been the aim and the standard has been maintained from the beginning.

The plant of the company is very extensive and is equipped with the latest scientific machinery for the manufacture of ornamental iron of all kinds.

The name stands for quality, reliability and progress in this industry and as the advances of the times have marked improvements in the trade they have kept thoroughly abreast of the times.

It is a local concern, under competent direction of men interested in local development and its substantial and well merited progress is a matter of actual fact well known to the public.

Ornamental iron manufactured by this company are recognized by the trade as the very best. They are sold all over the country and the users have always been well satisfied and demand their products when buying again.

In making this review of the onward progress of this part of the country we are glad to call to the attention of the people the advantages accruing to the public by the location of this industry here, the high quality of the products and the commanding position they occupy in the industrial world, excelling as they do in their special field of endeavor.

But what we particularly call to our readers attention is the fact that this is your local concern and merits your support.

STANDARD MILK CO.

They will on January 14th have completed their thirtieth year in serving the public with quality products. In Palo Alto at 414 University avenue.

This well known establishment conducts one of the most modern and sanitary dairies in the state and earnestly invite you to visit their plant and see why their milk, cream and butter is so well liked by the grownups as well as the kiddies.

This concern has the most prominent plant in this part of the state. Its place is modern and up-to-date in every particular, clean and sanitary throughout. The business is conducted along progressive lines and we are glad to say that this company is a credit to the community.

They serve the public in a double capacity for many farmers and stock raisers ship their cream to this well known and reliable concern They have merited the reputation which they have established far and wide for paying the top prices at all times.

This is a local institution with the interest of the home and country at heart and it should receive the consideration of all of the people in this section.

A visit to the plant is very interesting to the uninitiated. Their business has increased so rapidly that improvements have been made from time to time until today they have a model industry.

Everything in the plant is kept scrupulously clean as it is the policy of the institution not only to produce milk and cream that will pass inspection, but to turn out products that are as near an approach to the acme of perfection as modern machinery and up-to-date methods will permit. Many mothers of so-called bottle-fed babies highly praise the energizing contents of this dairy's milk.

The management are well known business men who are not only progressive but public spirited as well and always aids in all movements for public improvement.

CHRISTENSEN & ANDERSON

PLUMBING AND HEATING CONTRACTORS

At 445 Florence street in Palo Alto. Established in 1900. Mr. Christensen, who is mayor of Palto Alto, has charge of the sheet metal work and estimates. Mr. Anderson manages the plumbing and heating department.

A complete line of McLaughlin & Paine Furnaces in stock. They recently completed a large contract on the Redwood City Union High School

They are fully equipped and experienced and will save you money on your old or new work. Let them figure with you and save some money and add satisfaction.

This modern firm of sanitary engineers is among the foremost business houses in this section of the state. To visit this establishment is to see a very notable example of the substantial progress in the line of conveniences in the American home.

They specialize in supplies and appliances in the plumbing and heating line and contract installing the same.

They are prepared to supply the most modern methods of steam heating, vapor heating, hot water heating, sanitary plumbing.

The sanitary engineer of the present day is a man of advanced ideas and a keen student of the laws of sanitation in each and every phase.

They have executed contracts for installing steam, vapor, hot water, and other heating systems in palatial residences and business blocks throughout this section and their ability and facilities have always been ample to satisfactorily complete the contract in record time.

In their salesroom are displayed the latest ideas in modern plumbing and heating devices and fixtures in the most dependable makes. Everything in the line used in your house can be seen here before it is installed which is a most satisfactory feature of their service.

Whether you live in the city or country remember, you'll live but once. Why not in the short time you are here enjoy the comforts and conveniences of the modern home and you owe this to your family from the standpoint of health, happiness and contentment. You will find the members of this firm courteous and accommodating and they will be pleased to figure with you at any time on your particular requirements in this line. They will gladly furnish correct estimates on your work. By means of their long experience they are in a position to suggest and advise in a way that will save you trouble and expense.

In this review of our industrial advancement it is appropriate that we call the attention of the public to Christensen & Anderson work and to commend them for their successful efforts in attaining the prominent place they now hold in the business life of this section.

Shaw Motor Co., Ltd.

FORD DEALERS

In Palo Alto at Emerson and Homer street.

There is today an increasing demand for well built motor cars which afford at a reasonable price the luxury and satisfaction heretofore only obtainable in high priced cars.

This well known establishment is able to meet this increasing demand for they are the authorized dealers in this locality for the Ford.

The new Ford is made in the sport coupe with rumble seat standard, the roadster, a long low chummy car, the Fordor sedan, a roomy car with wide seats, generous leg room, large windows, fine upholstery, the Tudor sedan, a smaller edition of the larger sedan, the Phaeton, and the new Ford coupe, which is an outstanding value and represents excellence in coach work.

Developing 40 horse power, the Ford four cylinder engine will give longer service, because its speed of 2200 revolutions per minute is low for such power. It is quick on the get-a-way and will do 55 to 60 miles an hour with ease and takes the steepest grades with confidence, and no necessity of gear shifting. The engine is practically vibrationless and you get from 20 to 30 miles per gallon of gasoline, depending upon the speed you drive. Excellent oiling system, standard gear shift, easy steering, four wheel brakes, hydraulic shock absorbers, new ignition system, Ford-designed steel spoke wheels, beautiful new lines in body design and choice of four colors enumerate only a few of the Ford improvements. It is truly a new and modern car designed to meet new and modern conditions.

Standard equipment on all Ford cars includes starter, five steel spoke wheels, windshield wiper, speedometer, gasoline gauge, ammeter, dash light, mirror, rear and stop light oil gauge, ignition lock and complete tool set. And the prices on the new Ford cars have changed only slightly. There is no other automobile manufactured in the world offering value coupled with the newest in automotive developing, motoring ease and low transportation cost and upkeep as the Ford Motor Company. For a time-tried merit, and the store is so advertised that anything carried in a twentieth century drug store can be found here. Included in their list are toilet articles of every description as well as household remedies which have proven their worth in thousands of American homes.

The prescription department uses only the purest of drugs and each prescription is compounded by a registered pharmacist.

In this business review we wish to compliment this well known and capable drug company for the manner in which it is serving the public and suggest to readers that they call and see them for anything they may need in this line.

Zilby's Furniture Co.

At 200 Hamilton avenue in Palo Alto.

This is one of the popular furniture stores of this section, offering the newest and most attractive furniture at the lowest possible prices, and enjoying a large patronage not only from the city, but from all the surrounding territory.

What is more important than the building of happy, comfortable homes? We venture the statement that because they contribute probably to a larger degree than any other institution in this important work, this justly popular house is one of the most essential features of the commercial and community life of this section. This fine establishment under the efficient direction of latter day business men is replete with furnishings for the home, and no matter what may be your need in this line, they have it for you at a very reasonable price. Standard makes will be found throughout this immense store. Library tables, davenports, mattresses, beds, furniture of all kinds, all of the articles for the home are represented by standard brands that are known the country over.

This is a very prominent concern and business men who thoroughly understand the business in which they are engaged. It adds to the attractiveness of the community to have such stores whose proprietors are always boosting for the general welfare and ever ready to lend aid for all measures for public betterment.

It is hardly possible for us to give a concrete idea of the excellent stock that this firm carries for the accommodation of the public, or the high quality offered at reasonable prices.

A visit to the store, however will readily prove to you that it is the proper and most advantageous place to buy. This establishment and the men who direct its affairs are contributing in no little measure to the progress and development of this section of the state, and especially to that portion within a radius of several miles around. This community is more progressive and more attractive by reason of their activities and in this review of our onward progress we wish not only to compliment them but to urge all our readers that they can do no better than to visit the Zilby's Furniture Co. when in need of anything in their line.

Stanford Sheet Metal Works

E. L. SHILLER—MGR.

In Palo Alto at 921 Alma street.

Metropolitan service of the very highest order is offered the people of this section by this well known firm.

No matter what problem you may have in these lines all you have to do is consult with him and he will be able to solve them for you to an advantage.

He has studied heating and understands the scientific part of modern heating. He can tell by looking at your plans of building how large a plant should be used, where the radiators should be placed and how much fuel will be required to keep your building at uniform heat all the time.

One of the features of the service is the sheet metal work. The proprietor is considered authority on sheet metal work and it will be well worth your while to consult him before deciding what you want.

All of the other features of the trade are equally as well handled and every detail is given the most painstaking care. Honest and straightforward in business policies and prominent in the commercial world of this section, and we wish to recommend him to all of our readers who may be in need of anything in this line.

They employ a number of people in their plant, many of whom are most highly skilled workmen and thus the trade has the advantage of the work of men who have spent the better part of their lives at the trade. This concern has proven to be one of the most valued additions to the industrial organization of the community and has become one of our leading and most substantial enterprises.

In this edition we wish to say that to the Stanford Sheet Metal Works and the very commendable methods must go a substantial portion of the praise, for it is such business men as they, such up-to-date establishments as this one that make for a more progressive city.

Garden City Pottery Co.

Makers of high grade pottery that finds a large and ready sale in San Jose at 560 North Sixth street.

They deserve the support of this and surrounding territory.

A manufacturing concern such as this one not only furnishes employment for the people of this section but through their extensive sale of their fine products have advertised the name of San Jose far and wide over this part of the country.

It might possibly mean nothing to the casual observer to have the name of his home town mentioned in other cities all over the United States—but this concern not only knows that value but has reaped the benefit from same. Aside from that it gives other manufacturers to know that if this factory is successful in producing a product in that city—have no labor troubles—have fine shipping facilities—then it would be an ideal place for them. More factories means more employment, larger city, more people, greater conveniences.

To successfully manufacture a product in this 20th century age it is necessary not only to have ample capital and resources but the ability and experience in that particular line of endeavor to pull through the inevitable beginning period where so many fail. This concern has been in business for some time which proves they have a solid foundation. Their ability along these lines must have been extraordinary or their product would not have been known so extensively.

In these days of keen competition it behooves not only all lines of retail business to hue to the line but manufacturers as well. This concern through their progressive manufacturing methods have left their competitors in the air while they are forging ahead for more business.

There is no more prominent concern in the community more worthy of extended mention than Garden City Pottery Company and in this review we commend them upon their worthy enterprise.

Comper's Pharmacy

In Palo Alto at 581 Ramona.

This is one of the most modern drug stores to be found in this section. Honest methods have built up a growing business from the city and surrounding territory.

This is one of the most up-to-date and progressive drug stores in this section and has established a reputation during these years of business for honest, courteous treatment of patrons. For this reason this store is popular and its popularity is increasing daily.

Quality goods are sold at this establishment at reasonable prices. No profiteering here and when a customer makes a purchase, whether the amount involved be large or small, the customer can rest assured that he is getting the value of his money.

Good quality, honest prices and courteous treatment have been responsible for the success of this well known firm.

Many lines of goods are handled at this store, all standard, and of

San Joaquin Valley Meat Co.

A progressive concern at 760 South First street in San Jose.

Under the direction of a man of experience in the business, serving all the surrounding territory, paying the farmers and stock raisers the top market prices, and providing meat products to the trade, thus serving the public in a double capacity and merit the liberal support and patronage of all this section who wish the best and have local interests at heart.

They serve the public in a double capacity for many farmers and stock raisers ship their live stock to this well known and reliable concern. They have merited the reputation which they have established far and wide for paying the top prices at all times.

This well known concern is one of the most prominent in this part of the state. Its place is modern and up-to-date in every particular, clean and sanitary throughout. The business is conducted along progressive lines, and we are glad to say that this company is a credit to the community.

This is a local institution with local interests at heart, and it should receive the consideration of all in this section.

To be able to make certain of getting the very best of fresh meats is a boon to any community. At this plant, only the most healthful system is used in the process, and consequently they are not only health protecting, but health giving.

Courteous and efficient to a marked degree the manager has surrounded himself with employes, who like himself are thoroughly conversant with every feature of the business and as a result the work moves along at a most rapid and highly satisfactory manner.

In making this review of the business interests we are glad to compliment San Joaquin Valley MeatCo. upon the business of this establishment as conducted, and to say that this firm will greatly add to the development and expansion of this section of the state.

J. C. PENNEY CO.==Inc.

A NATION WIDE INSTITUTION WHERE SAVINGS ARE GREATEST

With up-to-date store located in Palo Alto at University & Bryant st. This is one of the many hundreds of stores operated by J. C. Penney Co., Inc.—enjoys a very large patronage from the city and surrounding country. This enterprise originated in the mind of an energetic business man, J. C. Penney, who established the first store in Kemmerer, Wyo., in April 1902.

The story of J. C. Penney Co., Inc., is an important chapter in the history of modern mercantile methods. It is more than important! It is inspiring. It is a story of a business with a Big Idea behind it—an idea that is clean, clear cut. The Big Idea with them for 29 years has been and is today, the patent fact that is unfailingly governed by the Golden Rule: "Whatsoever ye would that men should do unto you, do ye even so to them." Every customer pays one and the same price. No more no less. And that price assures a superior value. No sales. No discounts No charge accounts. The same square deal and just treatment alike to all.

They carry at all times a large stock of ladies' and misses' ready-to-wear, shoes for men, women, children ready-to-wear for men and boys, notions and general dry goods. Truly one of the reliable, most progressive mercantile houses in this part of the state.

In each store is found not only the styles and materials in most popular vogue to-day, but the most conservative of modish garments that have met with universal approval. As regards price, you will find that these garments which hang in graceful and becoming lines are offered at most reasonable figures, for while this store enjoys the patronage of the community, it is the most popular store within many miles among people of every walk of life.

In its line of ready-to-wear can be found the latest ideas of the leading designers of this country and Europe that have been purchased with the idea of giving men, ladies, and young people of the city and surrounding country the latest Eastern fashions most reasonably.

The J.C. Penney Co., Inc. purchase direct from the mills and factories and pass the middleman's profit to the customer.

The manager of this fine store is one of the most progressive business men of the community and is a consistent and material booster for all propositions that further public improvement.

Gray-Thorning Lumber Co.

Located in Redwood City at 2 dwood Avenue.

Everything for the builder — erate a lumber business that ns built a reputation far and wide r the highest quality at the most asonable prices, and a service that both complete and satisfactory. ne of the reliable, progressive and -to-date firms of the country.

There are few, if any, cities the ze of ours which have the advant- ges of the location in their midst of a immense establishment as this ell known firm maintains.

This stock is offered to the public t very reasonable prices they fea- ire everything in builders supplies —but what's the use of 'try- ng to give even a brief eview of the stock of this large concern? Suffice to say that they have absolutely everything that there is in this line, that their lumber is first-class unsurpassed by any. Throughout all of this part of the country it has come to be known as headquarters for all of these many things, and by fair and honest dealings with the public the company has not only increased its patronage, but held the trade of old customers for years.

Lumber and building material prices have now dropped to a point where it is cheaper to build than to pay the current rents.

That wisdom was exercised in the conduct of the business is evidenced by the unequalled prosperity of the Gray-Thorning Lumber Company Conversant with every feature of the business and the large establishment which they manage, this popular firm has won the everlasting friendship and patronage of its hundreds of customers. Able and efficient,but at the same time genial and accomodating it has become one of the prominent firms in its line in this section and deserves the success that it has achieved and the commendation that is being given it by the public.

The management merits the prominent position it has attained and is counted among the community's leading business men.

They employ a number of people and, while they sell some of their products away from town, yet this is the reason this industry is of great advantage to the prosperity and growth of the town, as they bring money from all parts of the country to be spent among our people.

OCCIDENTAL DAIRY

J. BRITSCHGI & SONS

On Marsh Road in Redwood City.

This up-to-date concern is a very prominent institution which has aided in the upbuilding of the community and renders a valued and an essential service in the furnishing of their products. A well known concern under a management that is thoroughly conversant with every feature of the business.

Popular with both the producer and the customer is evidenced by the large number of farmers selling their milk and cream to this concern, as it is a well known fact they pay the top of the market at all times.

Commendable publicity and valuable advertising is given our community by this progressive firm, far and wide. Their operations are of a most extensive nature and add to the commercial efficiency and attractiveness of the community as headquarters for quality products.

Why should not this company be able to produce as good, if not better dairy products than any other company.

Their supply of cream comes from the healthiest and best fed cows in this particularly advantageous section The plant is positively as sanitary as long experience and the expenditure of much money can make it, and it is in the hands of men who are thoroughly conversant with every feature of the business.

There is no reason why they should not occupy a prominent place in the better class of dairy markets and the above are some of the reasons why their brands are more and more popular with particular buyers. and why this concern is prospering far beyond even the promoters expectations.

In making this review we are glad to compliment the Occidental Dairy upon the business which the concern is conducting and to say that this firm will greatly aid in the development of this section of the state.

HULL BROS., Inc.

Hardware, oils, glass, stoves, anges, heaters, electrical appliances At 205 Main street in Redwood City.

This well known establishment is one of the prominent hardware stores of this part of the state. Carries a complete line of high grade hardware and all that pertains to an up-to-date store.

It is without doubt necessary that an immense stock of goods be carried by the hardware dealer who wishes to be successful and keep pace with the demand of his customers. In this present day of hurry and rush the patron demands that his call for a nail or a screw be given the same careful attention as though he were buying a bill of hardware.

At this popular establishment particular attention is given this feature They will be pleased to welcome all patrons. As the store has a stock that comprises hundreds of very necessary articles, it can readily be seen that many people are continually visiting this store.

One of the features of this service is the fact that the salesmen are authorities on painting and understand the harmonious combination of colors. They will be able to tell you just how much paint, oil, etc., you need to paint the house, barn or interior and will assist you in picking out the colors that will make it a place of charm and beauty.

Hull Bros, Incorporated, always prided themselves on furnishing the people of all the surrounding territory with the very highest in quality. Their experience in the buying world and their familiarity with the manufacturing, wholesale and retail conditions in the trade has placed them in a position to be able to secure the highest quality in this line. They have built up their business upon the policy of furnishing the very highest quality at reasonable prices.

They have been responsible for much of the improvements in the appearance of real estate in this part of the country. They have furnished the contractors and people with their products for many of the fine residences and large buildings for exterior and interior work and thus their business activities have aided in the onward development of this part of the state.

Bissell Tire & Battery Station

GOODYEAR TIRES—NATIONAL BATTERIES

B. E. Roettger, manager—at 2093 Broadway in Redwood City.

This is one of the most prominent and justly popular tire establishments in the community. Has provided a tire service that would do credit to a city many times larger Headquarters for the much demanded Goodyear Tires.

Tires are just as essential to the motor car and motor truck as shoes are to the human foot. But not all tires are good tires.These are standard lines, however, which have proven their worth and they will be found in this popular and efficiently managed establishment. They specialize in up-to-the-minute tire service and no matter what you demand in the way of tires, tubes and supplies they are prepared to serve you

The manufacturers of these fine tires have recognized the ability of this firm in this line and have selected them as their official representatives. This is a tribute to the efficiency of their service and the ability of the management.

Thousands of motorists have learned that these tires are quality products, not only give lasting service but economical service as well. That is why this firm handles these tires, because they insist on quality products.

They have a complete stock and a size for every car and truck from a flivver to a Packard. We need make no further comment upon this house or its service. But we can not refrain from saying that the community is fortunate in having such an establishment under such admirable management.

Their service does not end with merely selling you a tire or tube, they are prepared to see that what you buy is satisfactory in every particular and they have arranged their service to meet every class of purchaser. As regards price, you will find that they offer tires at prices that are the lowest possible for the quality offered.

It is not strange then that Bissell Tire & Battery Station is so popular with so many people. Its management is progressive and affable and we are pleased to refer all of our readers to this establishment for everything pertaining to tires, tubes, supplies and tire repairing.

S. H. Mason

PHOTOGRAPHER

Specializes in portraits, commercial photography and picture frames. In Redwood City at 2653 Broadway.

This up-to-date studio enjoys a very large patronage from this part of the state. When in need of anything in the line of photography you will find this Studio one of the very best in the community.

This is one of the most progressive establishments in this section and is equipped with the latest mechanical devices for the purpose of doing high grade work. The proprietor has especially prepared the studio to take care of those customers who desire the very best in photography.

The studio has an excellent reputation for the high class work turned out and for the prompt and courteous attention shown in each and every particular. They finish your photographs in the most up-to-date manner, insuring the best at all times. Their prices are within reach of everyone. All telephone appointments will be promptly taken care of. The proprietor has established a large and substantial patronage from the people of the city and surrounding territory.

This concern makes a specialty of family groups and the taking of children's pictures. Every photographer knows that it is indeed a delicate task to make an artistic family picture.

Every woman loves a picture. Photographs have always been more than a mere gift sentiment. A birthday photograph for example, always delights, because of the sweet significance of the occasion as well as the regard and the endearing quality of the gift itself. So when you give, let your gift fulfill that existing desire for something pretty.

The proprietor has always been a booster for the community and through his efforts much out-of-town business has been attracted here We take great pleasure in recommending S. H. Mason, photographer to all of our readers.

SEQUOIA LUMBER CO.--Ltd.

At 929 Shasta Street in Redwood City.

This is a very modern lumber concern with an enviable record of years in business in this line and is a concern which has built a reputation as one of the leaders in the lumber industry in this part of the country in quality, prices and service, under direction of men of wide experience in the business.

One of the essential features of any house, store or other structure is that it will stand the wear of years. The same is true of the reputation of any business firm, and that is why this concern enjoys an ever increasing volume of business and popularity.

On account of tremendous buying power this local concern is able to enter the world's largest markets and secure vast quantities at prices so low that they offer the local public astounding values in lumber of every description.

The people of this territory for many miles around are offered at very reasonable rates high-class lumber of every description and of the very best grade.

We will not attempt to detail the very large stock that they carry. Suffice it to say that this establishment compares favorably with the best and most up-to-date establishments of the metropolitan centers in point of extent of stock, quality of work and material and the general excellence of everything in the field of the lumber and supply business.

The contractors and builders, the farmers and the people generally have come to know that they can depend on this well known firm for just about everything that there is in lumber. The reputation that they established for stock of quality and for straightforward dealing is bringing thousands of dollars to town that would go to some other trade center were this establishment not located here.

It may be truly said that this establishment is a valued asset to the community, and in this edition, which calls to mind our onward progress we wish to direct your especial attention to their commendable activity as one of the distinct features of our business and industrial efficiency.

J. S. HEATH

ELECTRIC AND ACETYLENE WELDING

Complete portable equipment— in Redwood City at 113 Beech street.

This is one of the most progressive establishments in the community.

Equipped with the latest and best mechanical devices for all classes of welding work.

This establishment is now doing an extensive business in this line and the work is giving universal satisfaction. It has specially prepared its plant to take care of out-of-town customers in the quickest possible time.

This efficient establishment also specializes in giving service to everyone. They have built up a large business and render a most metropolitan service.

They are experts in the business and no matter what work you desire you will find them always ready and willing not only to serve you but also to give you valuable advice and suggestions as regards anything connected with the business. Their plant is a credit to the community and a tribute to their progressive and reliable policies.

The service has always been efficient and courteous. As a result the business grew to such proportions they found it necessary to provide a modern plant. This they did and now have one of the most modern in the country. It is scientifically equipped as regards all classes of welding work for the manufacturers and farmers and are prepared to render a service in these lines which equals that of any offered in the largest cities of the nation.

The idea we wish to convey in this edition is that this efficient concern can do the work, and have the equipment. They have one of the largest plants in this section and are prepared to do all classes of this work in expert manner and it will pay you to see them first.

In making this review of our progress we are glad to compliment J. S. Heath's up-to-date concern upon the very prominent position occupied in the business world and call attention of the fine service as well as reasonable prices to the public.

Wallace Sheet Metal Works

In Redwood City at 49 Jefferson st.

This establishment is deserving of more than passing notice in this review of the onward progress of this section, as the manager is recognized as one of the most expert sheet metal men in this state.

They conduct a complete sheet metal establishment and are prepared to execute all classes of work including tin work, and all the other fine and intricate features of modern sheet metal establishments such as skylight, ventilators, repairing and rebuilding, ridge roll, cresting and all kinds of ornamental work.

During the time this firm has been in business they have executed many contracts here and these stand as examples of the expert workmanship And while only the highest class of sheet metal and other work is performed by them, the prices are most reasonable. In the various departments they have a large stock on hand at all times, and this is especially true of the repair department. This class of work is a specialty with them and is done promptly and satisfactorily.

Whether the job be large or small makes no difference to them in the manner in which it is accomplished. The best materials, the best workmanship and fair prices regulate their activity, and it is without fear of contradiction that we say one can not do better than to consult them in regard to all matters of this work and allied features.

In the employ of the concern are expert men who thoroughly understand sheet metal work to the best advantage. The service on roofing work is rapid and satisfactory, the work careful and lasting. These craftsmen will go on your job and will astonish you at the results that can be produced.

By giving first class work at moderate prices they have built their business to its present high standard.

We advise all of our readers that when they want any of this work properly executed they consult Wallace Sheet Metal Works.

Women as a rule are brave but not brave enough to wear a dress or hat that's not in style.

Marcus' Men's Shoppe

Twenty per cent. discount for the first time in history on Foreman & Clark suits and overcoats, a most complete line. At 282 Main street in Redwood City.

This place is recognized as a leading men's clothing and furnishing establishments in this community.

They sell high class merchandise and at prices that denote real true value, are among the wide awake business men of the community, they cater to every taste and have a most comprehensive stock.

It is with a feeling of satisfaction that the customers enter this establishment.

Realizing that the service extended this year will be considered when the next season approaches, this well known house has chosen its stock with a view to giving its customers the greatest value possible. When it comes to readymade clothing they have lines which are so complete as to styles, material and prices that the most particular can find something suitable. But the success of a dealer in this line rests not only with the price which he pays for his goods. He must be an efficient buyer, well versed in the styles of the day and with a knowledge of the demands of his customers. It is this feature of the trade that has made this store so popular with the young men of this section.

In the way of collars, ties, haberdashery, underwear and in fact everything in the way of gents' furnishings you will find the stock large, selected by buyers of excellent taste and priced reasonably.

This firm's store is stocked with the greatest variety of quality men's clothing in the country. Popular prices prevail, automatically going lower as materials, manufacturing and retailing prices will permit, this protects the buyer. The many patrons come from all quarters of the county and outside as well.

Marcus' Men's Shoppe is a prominent and well known business firm, a progressive booster for the community, we are pleased to compliment it upon the metropolitan service and public spirited policies.

Redwood Auto Top & Glass Co.

Conveniently located at 535 Main street in Redwood City, offers a service in closed car trimmings, tailored seat covers and high grade tops and curtains. They feature everything to make your car beautiful.

It is a well known fact that there is no institution in the community that has met with greater favor with the public than this well known establishment. By reason of the fact that the management has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the trade, this establishment has continued to witness the increase in the number of their patrons.

A special feature is their seat cover work on both open and closed models. They have given special attention to the matter of seat covers and are prepared to take care of your every demand whether for open or closed models. As in all of their work the craftsmanship is expert and the material of the best.

Nothing detracts from the appearance and comfort of a car so much as shoddy and worn out tops and curtains. They make a specialty of making your tops and curtains new at very attractive prices.

The trimming department is also quite a modern and scientifically equipped one and in charge are experts who have turned out the many fine jobs that have won for this establishment such an enviable reputation. This is work that appeals to the finer sensibilities and harmonizes with the lines and adornments of the automobile.

They have taken many a used automobile and made it look almost like new through their excellent work. Don't think that your car or top of your car has gone beyond recall. In many cases a new top does not cost nearly so much as you might think.

In making this review we are glad to compliment Redwood Auto Top & Glass Co. upon their position in the business world and call the attention of the public to the excellent service as well as reasonable prices.

REDWOOD CITY SODA WORKS

A modern concern in Redwood City at 62 Willow street.

This is one of our most essential and valued industries and is under public spirited and progressive management. An air of sociability and good cheer is noticed every place where the products of this firm are being served the patrons, as they are highly palatable and the sparkle and rich flavors produce a smile upon the faces of the ones served and makes for happiness and contentment.

To be able to make certain of getting really pure and wholesome beverages is a boon to any city. At this plant only the most healthful ingredients are used in the process of manufacture. Analysis has proven them to be absolutely free from anything injurious and consequently they are not only health-protecting but health-giving.

They are manufacturers and bottlers of high grade beverages, which are some of the most delicious to be found in this section of the country.

That satisfying taste produced by the products of this bottling company is the result of their special process. After having been put thru this process it is drawn off and then bottled. Thus it has a body and flavor that is distinctive to these products and is lacking in others. Many have searched for a beverage which would really give them a substantial satisfaction and have found it in these popular products. The process, by which they are manufactured puts them in a class by themselves.

Experience in the manufacture of such goods and realizing the popular demand for pure and wholesome refreshments, the management has gone farther than the pure food law requires and turns out a product that is entirely free from impurities as well as being delicious and wholesome.

If the public could only comprehend how these products are manufactured by this well known company, could understand how pure and health-giving they are, there would not be a family in the vicinity which would not be a patron of the concern.

The men in charge of whom we know of no more public spirited citizens in this section of the state, have been earnest workers in the interest of the territory which is served by Redwood City Bottling Works.

H. P. Hansen

PLUMBING AND HEATING

In Palo Alto at 50 Homer street. Residence at 238 Bryant street.

They always feature "Service With a Smile." They specialize in high grade heating and plumbing to a large and well merited patronage from the city and adjoining territory. This firm has long been recognized as a leader in modern sanitary plumbing and heating in this section. As a result they now enjoy a large patronage both in this and the surrounding country.

There is no other feature so outstanding and necessary as the services of the modern sanitary construction engineer in the planning of the modern home or business block. Due solely to their efforts the span of human life has been materially extended. The American home of today is not composed of four walls and a roof as of old. It is now essential that it be equipped in a thoroughly sanitary and convenient manner, thus making it conductive to healthy people and the longevity of life. History teaches us that as the world becomes more densly populated sanitation becomes a greater necessity.

The sanitary engineer, to meet with these requirments must be a person of modern ideas and have a complete knowledge of the laws of sanitation.

Pure water and heat are as essential to the home of today as is the food we eat.

This firm has satisfactorily completed some of the largest contracts in this part of the state and in so doing has gained a reputation for perfection and thoroughness that has spread far and wide.

They make a specialty of installing plumbing, heating plants and water systems, complete in every detail.

Where the best and most complete is desired this firm's services are sought.

This firm is possessed of sufficient financial ability and mechanically equipped to handle the largest contracts of most intricate character.

In this business review we feel it our duty to bring to your notice the commendable features of this establishment and also for the prominent part they are taking in the civic and industrial development of the community and assure our readers that when they take their sanitary problems to H. P. Hansen they make no mistake.

Ellis Bros. Lumber Co.

At 181 Channing st. in Palo Alto.

This is one of the firms in this section that offers the best of service and prices that are so reasonable as to encourage building of new homes and enterprises.

They will be glad to submit estimates. They offer a very large stock and prompt delivery so that no work will be delayed: guaranteed satisfaction; uniform in quality and price.

With a vision of a greater state and community always in mind this popular firm which operates one of the best supply establishments in this section of the state, has become an important factor in the development of this section. While it has been their object to obtain fair and honest profit from their extensive dealing in lumber and materials the guiding influence of this firm has always been to furnish the highest grade work at prices so reasonable that the extension and beautification of this section could progress rapidly and in great leaps and bounds.

Doors, sash, panels, casings, glass and all that pertains to inside work are furnished by this progressive firm. By purchasing to advantage when the market is right and employing only the most experienced help they are able to offer this high grade of goods at prices so reasonable as to encourage the extension and beautification of homes and enterprises.

Under able management they are able to offer a service that is most complete and this enables them to have any quantity desired.

There is no establishment in this section that has a greater influence for the better upon the building industry. Contractors have come to know that whatever they desire in the line carried can be secured from this firm with a knowledge that it will be of the highest grade consistent with the price.

The sales force at their offices are thoroughly familiar with all problems in the lines in which these materials are used and can talk with intelligence on any kind of material needed and the quantity necessary. They are expert building material mathematicians and you will always find their figures correct.

In making this review of the community we are glad to compliment the Ellis Bros. Lumber Company upon their very comprehensive lines, their excellent service in all departents and refer them to all of our readers.

Osen Motor Sales Co., Inc.

PLYMOUTH—DODGE BROS. MOTOR CARS

Now located in their fine new building in Palo Alto.

An automobile institution which is one of the most prominent automotive firms in point of service, and one of the most progressive in this section of the state. They are the official distributors for Dodge Brothers Motor Cars in sixes & eights and Dodge Brothers trucks; truly a "live wire" concern, whose management is on its toes to see that its friends and patrons get the most metroplitan service, and that Dodge Brothers Motors Cars handled in the efficient manner that their superiority and enviable reputation merit.

The Dodge Brothers models embody improvements which permanently distinguish Dodge Brothers Motor Cars as among the easiest riding automobiles on the market, regardless of price. Other improvements combine to make Dodge Brothers Motor Cars comfortable under all read conditions.

The Dodge Bros. sixes and eights are priced very low, they are engineered and designed to a fine point of craftsmanship. And are wonderful cars for the discriminating buyer.

The Dodge Bros. six and eight have taken their place as of the essential features of later day equipment. They are popular both with business men and farmers, and have come into wide favor because they sustain their reputation for efficiency and dependability and have stood up under every test to which they have been subjected by all classes of purchasers.

The Dodge Brothers six and eight leaves nothing to be desired in this class of motor vehicle. They sustain the enviable Dodge Brothers, standard of quality and efficiency, and are offered at a most attractive price.

The Chrysler Motor Company has not been content to sit quietly back and let the past reputation of the car sell it, for each year they are trying to improve and perfect it in such a way that they will not only hold all their old customers, but will attract new ones.

We are pleased to compliment Osen Motor Sales Co., Inc. upon the very satisfactory service they are giving the people and the wide popularity this establishment has attained in the business life of the community.

Spangler's Sheet Metal Works

Warm Air Heating and Furnace work a specialty. At 841 Alma street in Palo Alto, is of high reputation offering the best service at the lowest possible prices.

Their work is testimony to their ability. Equal service to the small as well as the large piece of work is their motto. All work guaranteed.

When we see water beginning to come in at the ceiling, then it is that we begin to hunt up the trouble and source of the leak. When the cornices of our homes wear out and we have an unsightly dirty stream of water coming down the side we must have them repaired. When our sky lights leak we seek someone who will give us complete satisfaction at a minimum of cost.

Who is it that we always go to for repairs? Ask any man who is the most reliable sheet metal contractor and without hesitation he will name this establishment. We cannot help but think of them when we have any metal work to be done. Their work has been tried and found to be perfect.

We little think of the metal work that goes into a house when we see a new one being erected in our neighborhood. Everything seems to grow naturally on the house and efficiency is the rule. Within that working center there is a great many things that must be planned out. It is most important that everything be of the best materials.

It is for this reason that local builders always leave this matter up to these sheet metal contractors for they know that the work will be done right and that they will never have to worry for fear there will be poor materials, poor workmanship or any other trouble.

The work is of the best and there can be nothing better secured anywhere. All parts that must bear the brunt of the weather are subjected to the close inspection of this local firm.

Here it is that the first trouble is experienced. Leaky ceilings cause damage to wall paper and the walls themselves causing them to fall in many instances. All that tinning work which is so important to the satisfaction of home owners is embodied in the work of these contractors. They are known throughout the country for their ability to put in new work and to repair the old.

The fact that they are so public spirited and do everything to the bringing of greater business to our city speaks well for them. Their interest in all civic affairs is well known. No worthy organization is without their support.

Walk-Over Boot Shop

Operate a popular shoe store in Palo Alto at 218 University avenue—which needs no introduction to the public for it not only features quality footwear, but is widely known throughout this section, the able management's policy of carrying the best of quality in the latest styles having won for this admirable establishment a patronage that evidences its popularity.

The stock is composed of shoes for every occasion. Dress shoes, low shoes, high shoes, and slippers. The stock is most complete in every particular.

It has long ceased to be a secret among the well dressed people of the community that the very latest styles can be had here and in the highest quality.

The stock is composed of the very highest grade of merchandise and by purchasing in large quantities and being a discriminating buyer enables the management to offer these wonderful values to the public. The management of this store does not try to make all of the profit on one sale, but counts on small profits and a large volume of business.

In their endeavor to render the most complete service to their patrons they overlooked not even the smallest detail. Patrons are frequently interrogated as to their preference with regards to colors and shades in leathers as well as styles of lasts and a record is kept of such preference expressed by the customer. This record influences the manufacture of the next season's shoes and also guides this particular store's selection of shoes for their next order. Service, real metropolitan magnanimous service, that is the policy of this house and it has become a well established fact that every patron be satisfied no matter what may be necessary to do this.

The owner has had long experience in this field and is considered an able business man and authority on footwear.

The Stanford Watch Shop

Conveniently located in Palo Alto at 571 Ramona.

This reliable jewelry store has merited the up-to-date position it has attained as one of the leading jewelry stores in this entire section of the state since its foundation, and because of its unequalled quality and metropolitan service during the time it has served the public, has merited the large custom it receives.

The gift season is always on and the jeweler receives his share in making possible the wisest selection of presents for all occasions. An up-to-date jeweler is indispensible to every community of taste and refinement and he whose work shows marked skill is sure of liberal patronage. The people of this community are in no way behind in this respect and the generous patronage extended to this popular jewelry firm shows how this community appreciates their efforts.

The stock has been selected with rare judgment and includes every thing necessary to conduct a modern and up-to-date store. Here will be found the leading makes of watches, diamond rings, pins, studs and ornaments, novelties in silverware, clocks of handsome design, and an extensive variety of jewelry.

Particular attention is given to fine watch repairing and there is no watch too complicated for them to adjust or repair.

They also do a general jewelry repairing and if you have any piece of jewelry that you thought useless because a clasp was broken or a part missing, take it to them and it will be repaired to your entire satisfaction.

We take pleasure in directing attention to this store and point to it as one of the business enterprises of the country that is aiding in making this a more progressive place to live. We take great pleasure in complimenting them on the character of the establishment and the quality of merchandise they have chosen to offer the public.

Stanford Upholstering Co.

Located in Palo Alto at 630 Ramona street, has won a wide reputation through expert work executed on upholstering, repair, rebuilding or refinishing of all kinds of furniture.

Throughout this section this is known as one of the firms engaged in the business of furniture upholstering and furniture repairing.

They have attained a position in the trade in this line that brings an ever increasing business and as a consequence the place is the scene of a continued activity.

The large business they have done in this part of the state has been the admiration and comment of everyone. They have their place equipped with all the necessary machinery and the proprietor is one of the expert men in these lines supervising this work, the activities embracing all branches of the business.

There is no branch of this work that they have overlooked. They have you ready in a matter of days while some firms keep your furniture for weeks.

Most correct and reliable upholstering is an art rather than trade and requires a training that can only be secured by actual experience. That is why the work of the establishment is meeting with such universal favor for it is in charge of one of the most experienced and expert upholsterers in the country.

If you want anything in this line, telephone them, call at their office or write them, and when you have decided what you need you can depend on it that this well known firm will see that you get it. With the business acumen and foresight which have won such wide popularity and patronage for the company in the past, the management has anticipated the needs and demands of the people of this section of the state, and this place is one of the busiest spots in this community and though the business has grown to large proportions and the demand is far surpassing even the largest expectations, this firm still specializes in rendering individual service to every patron.

We are pleased to compliment Stanford Upholstering Co. upon the efficiency of the plant and direct our readers to it when in need of anything in this line.

ROLLER & HAPGOOD

FUNERAL DIRECTORS

Ambulance Service—481 University ave in Palo Alto.

This place has gained the confidence and good will of the people throughout the country by a satisfactory service in this important profession.

Offering an up-to-date funeral home unexcelled in any city. A complete service never costs more and often less.

In a comprehensive review of this nature, embracing as it does the most salient features of our progress, we cannot fail to devote to the professional status of the community and justly so to a profession which is so essential as that of the modern funeral director and embalmer. In this respect, this community possesses an efficient representative in this well known firm.

Since the foundation of their business, they have always been foremost in giving the best service. Not only has this accrued to the benefit of the public, but has built for them a reputation that has spread for miles around. This firm is courteous and it is a pleasure for them to service the public.

Their establishment is complete from a standpoint of stock, and from it they are able to offer service that is unexcelled in any city.

One particular feature of this establishment is the privacy for the funeral, the atmosphere is more of the homelike, giving it a touch of cheerfulness. In the funeral home that same home-like atmosphere prevails that is different from sadness. All the comforts of one's own home plus every facility that is needed to perform the services with the utmost satisfaction to their patrons, will be found in their funeral home. It is a beautiful, quiet, restful place, affording all the privacy, comforts and conveniences of a private residence, as well as an institution for the service of humanity.

All work is done privately in their most sanitary and up-to-date preparation room.

As is well known, they have conducted some of the largest funerals ever held in this section in an admirable manner, and their excellent facilities make it possible for them to render complete service. We wish in this review to compliment this firm on the satisfactory service it is rendering the people of this section.

Stanford Plumbing Shop

GEO. M. MILLER—PROP.

Located in Palo Alto at 732 Emerson street.

This well known establishment offers a modern and complete plumbing and heating service. Keeps a large supply of materials on hand and can furnish you any kind of fixtures or supplies. Features city and country plumbing and repair work.

With the rapid development of suburban as well as city life and the desire of all to have the latest in plumbing and electric equipment the demands on the modern plumber for versatility are far greater than ever. They are meeting this condition and have provided for every need of the day.

They have a stock of bath tubs, bath room equipment, sinks, heating plants of all sizes and laundry trays. These are finished in various ways and no matter what equipment you may desire in your home or business building you will not be amiss. They do quite a business with the contractors as well as home builders and thus offer a service that is complete.

The shops are equipped with the very latest of machinery for the carrying on a complete contracting and repair business. Here are employed shop men who understand all phases of the work and are master plumbers of note. Repair men are kept constantly on the alert and are rushed to any place where necessity demands.

They have an excellent plumbing engineering department and are competent to solve all plumbing and heating problems. They will be glad to furnish plans and give an estimate or will go according to any plans you may have. All work is executed according to the rules of the national association, the city and state code and conforms in all details to the regulations of the board of health.

They are prepared to look after plumbing in isolated places as well as where connected with city sewerage and will take any country place and install a complete system that will make it like a city home.

In this review we are glad to compliment this well known establishment which is making this a very attractive place in which to live and transact business, making home more healthful and comfortable and in prolonging life.

LYNDON H. GOWELL

OPTOMETRIST

At 180 University Avenue in Palo Alto.

He has had long experience and wide knowledge as a specialist in eye troubles. Immediate attention to these delicate organs may save you much inconvenience and expense. His large patronage speaks for the quality of his service.

Some of us inherit eyes subject to certain defects. Others of us have taken bad care of our eyes when we were children. Any inherent weakness or any mistreatment of the eyes may cause us to need glasses. Because of the delicateness of the eyes no one but an expert should be allowed to examine and correct our vision. A mistake may mean a handicap for life in the way of extremely defective sight.

It should be a source of great satisfaction to the people of this community that they have conveniently located here a man whose fine technical skill and long experience make him an expert in examining for and fitting glasses. This up-to-date office is well patronized and justly so. He has spent years in making a special study of the eye and is thoroughly competent in every detail.

His reputation as an optical specialist is not limited to this community. Persons from everywhere in this section of the state take occasion to come in and have their eyes examined with regularity. His office is equipped to fit you perfectly with glasses. He uses only the finest makes of lens prepared for grinder. Back of his work is not only his reputation and experience, but his personal guarantee. His glasses must give satisfaction.

If your eyes are causing you any trouble whatsoever, the wisest move is to see him immediately. Your trouble may be only slight and capable of being corrected at once with the proper glasses. Immediate attention to such matters may save you much expense and inconvenience.

If you have children it is a wise thing to have a regular examination made of their eyes, along with a complete physical examination by Dr. Gowell, who has made a study of the troubles affecting children's eyes, and he will be glad to give you the most expert advice on the matter.

This publication is glad to recommend this experienced optometrist to all its readers. He is a professional man of wide knowledge and experience, and a valued citizen in the community.

A. GROVES

FLORIST

Specializes in floral designs and has a complete stock of shrubs and plants. At 444 Clark avenue in Palo Alto.

This very modern establishment enjoys a very large patronage from the surrounding country, featuring a comprehensive service in floral emblems; one of the most prominent houses in this line in this section and one that merits the custom received from all surrounding territory

In the complexity of modern society there is no one business that has come into more prominence in the past few years than the floral house. In this community there is no florist who enjoys a wider reputation as offering the public the most complete service than this well known florist.

For centuries flowers have been symbolic of the more delicate phases of human nature and the recent development of the flower as a token of esteem and remembrance has placed it in the front rank for all the social and joyful occasions. Its varied uses have made the modern florist a deep student of social etiquette and there is no one more versed in this phase of business than the management of this firm. Place your orders either in person, by phone or letter and they will see that your card arrives at the right time.

As a designer of floral arrangements for all of the occasions, this establishment has attained great fame as being artists of more than ordinary ability.

Their heart and soul beat in unison with the work and as a consequence their designs are distinguished for their very appropriate appearance.

Every modern facility for the proper care and preservation of the flowers until they reach their destination has been provided and they will remain fresh long after arrival as they provide them just as they are coming into bloom.

In making this review of the onward progress of this section of the state we deem it proper that prominent mention be given A. Groves—Florist.

Salsman's Super Service Station

At Forest & Emerson in Palo Alto.

This service station handles good gasoline and motor oils. Their excellent line has been tested and found to be the very best on the market to-day, in fact just a little better than what you thought was the very best. The great satisfaction that they are giving is winning new customers all the time.

They feature excellent products which have attained an enviable reputation as being among the highest test gasoline and oil of the day. It makes no difference whether it is for the passenger car, truck or tractor you will find they have fuel that will suit your needs. They have made a study of this feature of the trade and especially of the kinds of oil demanded for this climate. If you get advice from them you will never have any trouble with any part of your car.

Expert crank case service is a feature at this station. All you have to do is to drive in and they will change the oil in your engine. This service is a great accommodation to motorists and aids in keeping the engines in fine condition.

They offer an excellent service in oiling cars and if you happen to be going to town to shop you can get the car greased while you are attending to your affairs.

They are very accommodating and when you need gasoline or oil or happen to be caught on the road without gas just call them on the phone and they will see that you get rapid service.

They are authorities on the roads and tours of this section of the state and are ready to give any and al information desired as to detours and other details of travel. They can route people so they will have the least trouble.

The great growth of the business is a tribute to the ability of the management. Their products are continually growing in popularity because of their reliability.

In this review we are pleased to compliment this well known station upon the service they are rendering the people of this section.

PALO ALTO SHOE HOSPITAL

In the Varsity Theatre Building in Palo Alto.

This most progressive shop is offering the people of the city and this territory an essential service and everyone should take advantage of their high grade repairing of shoes for men, women and children.

There are many people today who yet think that a shoe is repaired all right as long as it is fixed so it can be worn again. But in the progressiveness of this line, things have changed and the modern methods used today insure the owners of shoes repaired at this up-to-date establishment double the life of the old time way of repairing. Therefore it behooves everyone to see that they are getting the longest life possible out of their shoes by having them scientifically repaired at this progressive shop for all of the latest machinery is used and the best materials on the market, which insures you that shoes repaired at this establishment will be stitched in the same way the factory used in their manufacture.

This shop has added in no small measure to the progress and prosperity of this section, and in this trade review, we are glad to refer our readers to them for anything in the line of first class shoe repairing, and suggest that if you have repairing of this nature that you mail them by parcel post — work done by them is guaranteed to be the best, while their prices are always reasonable; while you find that the shoes you thought were worthless will be good for many more months wear.

The manager of this progressive and up-to-date shoe shop is one of Palo Alto's leading business men and has saved the people of this community many hundreds of dollars in the repairing of their shoes.

He is also a man who appreciates any business given him whether it be a large job or a small job.

Alta Mesa Garage

A prominent garage in Palo Alto at Highway and Mesa Road.

They have a repair department for automobile owners and the fact that they render a complete service for the automobilist makes their establishment The Repair Shop of Good Service, in this section of the state.

One of the centers of activity that is visited by autoists from this section of the country is this very popular garage, which by reason of its very accommodating policy has wide popularity.

This shop is conveniently located and commodious enough to look after the local patrons and the traveling public in the way of service.

When this concern started in business they determined to furnish service to every auto owner, and there is no question but that they have succeeded.

In the repair department they have in charge able and efficient workmen and, being backed by vast facilities, which enable them to rebuild, replace or repair any automobile, no matter what the trouble may be, in a most satisfactory manner.

This repair shop is very important and adds greatly to the advantages of every owner of an automobile. The fact that visitors and local patrons can get real service at this up-to-date institution instills in the mind of the automobilist confidence in the fact that all his troubles can be taken care of in a "Most Workmanlike Manner."

We know of no concern more fully equipped or better prepared from the point of workmanship to be able to turn out work of class, for its reasonableness of charges and for getting it done when promised than Alta Mesa Garage.

Parry's Cleaning & Pressing Works

At 168 Hamilton ave in Palo Alto.

They specialize in dry cleaning of the better class. Parcel post business given prompt attention.

This is one of the most efficient institutions in the country and the slogan of the house is "The Place for Service," having obtained their business education both in the study of these lines of craftsmanship and in the school of practical experience.

Their parcel post service is a very desirable feature. All you have to do is to send your work by parcel post addressed to this firm and tell them what you want done. They will give you metropolitan service and return the work promptly by parcel post. Hundreds find this a most convenient system of having work done.

The dry cleaning at this house is the tip top kind and no matter whether it is clothes for church, a wedding, a ball, street dress or sport wear you will find that they will turn it out in the very latest style of press and odorless. There is no sheen on the pressing from this place but the nap and natural color of the garments are brought out.

Many people have learned through their service that they can save the expenditure of many dollars for new clothes. Every day brings more work from patrons who have been saved the purchase of new garments thru the excellent work that this firm does in the cleaning and pressing of old ones. Both men and women have found that the most delicate fabrics are carefully and efficiently handled here and returned to them cleaned and pressed in the most satisfactory manner.

We are pleased to compliment Parry's Cleaning & Pressing Works upon the service and to urge all our readers that as regards cleaning and pressing they can do no better than to turn their work over to them

Hansen's Furniture Store

A complete line of stoves and a large department devoted to floor coverings consisting of many new and attractive designs in linoleum. At 172 Hamilton ave. in Palo Alto.

This is one of the most popular furniture stores which is equipped to render the public a complete and satisfactory home furnishing service. The many satisfied customers in this section are well merited rewards to the confidence reposed in the firm by the general public.

A visit to this store will convince you of the wonderful revelations offered to furnish the home complete. There will be found the newest and most attractive designs of the decorator's art. From the luxurious upholstered furniture to the wonderfully effective wicker for the living room or sunroom. Furniture in every style, price and design for every room in the house, to suit every taste and every bank account. Dining room suites that are well made and beautifully designed in walnut and mahogany.

Bed room suites can be found in elaborate creations for the most fastidious period home. Suites of unusual beauty, service and design, chairs that seem to bulge with comfort and beds which promise the deepest sleep are there to satisfy the more moderate purse. Everything that is desired for comfort and beauty in your home, whether large or small, can be found at this popular furniture store.

The management has proved the rightness of this business policy by the rapidity of growth of the establishment, for only honest, quality merchandise is sold at the fairest prices. Naturally, many friends have been made and these friends have been consistent boosters for this popular firm.

We wish to compliment the management upon the valuable position its Home Furnishing service occupies in the life of this community through the quality of merchandise offered to the public. We suggest to all the readers, that whenever they need furniture of any description for the home they pay a visit to this popular store, where each piece of merchandise sold carries behind it a complete guarantee, for its service only ends with your satisfaction.

Urban Bros.

SAND — ROCK — GRAVEL

Located at 96 Homer Avenue in Palo Alto.

Contractors, builders and the general public have come to know that this is a firm upon which they can depend to secure the best in sand and gravel, hence they turn over the supplying of their needs to this progressive firm.

In the past few years this part of the country has been greatly benefited by the building of roads, highways, public and domestic buildings. In each of these projects whether extensive or on a very small scale, in each one sand or gravel plays a very important part.

For instance what would cement, concrete blocks or any of the various building products do without a basis of sand. Consequently more and more the various business concerns and public have come to depend upon this enterprising firm.

As to service, in this section particularly people have noticed that first, that they insist that their service is dependable. You know that you are going to get the best there is for the money and that prompt and courteous service goes with it because past experience has taught you they will leave nothing undone in their effort to provide you enough sand or gravel to meet your demands at a reasonable figure.

It is one of our most flourishing industries and is fully worthy of more than passing notice at our hands, for not only is it the leading concern engaged in its own particular field, its sand and gravel has a wide reputation for general excellence and are considered a standard product among the trade the country over.

In appreciation of the inestimable value of the location of this establishment here the people are loyal in their support of this institution which attracts thousands of dollars annually to this community.

This in part accounts for their successful business career. The rapidly increasing demand for their products throughout the country is being met here easily on account of their plants being well equipped with the most approved machinery for this particular production. Their years of experience coupled with the practical knowledge of manufacturing has won for them a well merited increasing patronage.

BRISTER'S GARAGE

In Palo Alto at 822 Ramona st.

This garage features a complete repair department for auto owners.

Offering a real service under the direction of a manager who is one of the best mechanics in this section of the state.

No matter what the make or reputation of the new car may be, the years of service obtainable by the owner will depend upon the class of service it receives at the hands of the automobile mechanic. Sooner or later every car will need repairs. The careful autoist will not even wait until his car suffers a breakdown. He will have it given a thorough inspection or overhauling at regular intervals.

What a satisfaction it is to know the car is in good hands, and that when delivered it will do all that the auto mechanic claims for it! It is just this guarantee of good workmanship that has been responsible for the name enjoyed for several years by one of the busiest automobile repair and service shops.

This progressive firm does all kinds of automobile repair and overhauling work.

Every car must at some time undergo repairs. It is at this time that the auto mechanic establishes his reputation for service of merit. The shop force at this establishment is prepared to furnish any of the lines of general automobile repair work from general overhauling to specialized lines of work.

Service is not an idle boast. It is the result of years of good workmanship done by men of recognized skill. Experienced automobile mechanics are employed at this garage to assure the best in riding comfort and ease of control. It is a favorite stopping place for autoists desiring immediate car attention, in addition to its large list of regular patrons who know that this service stands for the best obtainable.

You can drive your car in this garage and they can take care of it in every detail. One class of service that comprises every phase of automobile service successfully accomplished by skillful workmen. No problem is too difficult for their staff Try them for road service.

BONHAM BROS.

PACKARD DEALERS

Under most able management in Palo Alto at 525 High st. is one of the automobile firms that we wish to direct the attention of all our readers, for this is the home of the famous Packard motor cars and good service.

When a person decides to buy an automobile they have in many cases determined in what class they will purchase but what car in this class is altogether another matter. If they are looking for a car of universal value they do not have to go far when they see the Packard they are at once satisfied. This sounds like a rather broad statement but it is true nevertheless, for if one is contemplating the purchase of a car they always tell their friends and among their friends is always a Packard booster who never fails to tell many of the good points of the Packard.

This wonderful car has won its reputation by actual tests on the road, under all kinds of road conditions, and this is where the real test of a car comes, testing its ability to stand up under all kinds of treatment. A person may say, I don't expect to give my car any hard use. That may be all true, but if a car will stand up under the hardest kind of use possible to give it, it will do a great deal better under ordinary conditions.

This is not the only feature of this car as the initial cost is very reasonable and the cost of upkeep has astonished many of its purchasers. It is a car that is not hard on the tires and its riding comfort is distinctive. The stearing gear and gear shift are made in such a manner that they are very easy to operate and this is the reason that you see so many women driving them on the streets every day. These are some of the reasons that the Packard has come to be looked on as the leader in its class and we can do no better than to refer our readers to this popular concern.

The management of this agency is in the hands of men who are latter day business men in every respect and the salesmen are courteous and accommodating and will take great pleasure in giving you a practical demonstration of what the Packard will do. Therefore we take great pleasure in this review in directing those of our readers who are thinking of purchasing in this class to the Bonham Bros.

Palo Alto Meat Market

In Palo Alto at 315 University ave.

This is a very popular store that is conveniently located and offers the people of the territory the very lowest prices on high class meats and specialties. Store is organized along lines that brings them an ever increasing business.

This meat market is a place where quality, service and satisfaction meet and where people from the surrounding territory go to find the perfect provision center.

It is excellently located and is a place where one can park, have the car loaded, drive away and not be inconvenienced by traffic jams.

This up-to-date market seeing the drift of trade from the congested area has established a store that is gaining in patronage every day and now is so busy that all meats are turned quickly which makes both for lower prices and for new and fresh stock. This vast volume of business enables them to better deal with the wholesale firms and accrues to the benefit of the public.

This meat market strikes the keynote in modern life as people do not want to spend all the money they take in for meats and provisions, but want to have money left for other pleasures of life.

Those who trade here have found that they are able to save much on the meat bills and if properly put away it will by being saved net them a handsome sum over a period of time. The prices are a result of lower overhead, closer buying, doing a large business and making small profits on each sale. The quality of the meats are the very best.

The service at this popular store is very pleasant and efficient. They will assist you in making up your orders and if you drive up here in the car they will see that all packages are placed in the automobile.

In this review we are glad to compliment them as people who make a continual study of the food problems of the day and as conducting a store that is in advance of the times. We would advise anyone having trouble with the food problem in any way to visit the Palo Alto Meat Market, and make the family happy by furnishing them with pure food and a balanced meal.

Tinney Funeral Home

Conveniently located in Palo Alto at 265 Lytton st.

This is one of the valued and well managed funeral and embalming establishments whose motor funeral cars are the latest type that the inventive mind and the American manufacturer of today can produce.

Among the professions which have developed rapidly within the last few years is that of the modern funeral director and embalmer. Indeed this profession has reached a high state of efficiency. No concern has given the business more careful and painstaking attention than this well known Palo Alto concern. They have become leaders in this field of endeavor throughout all this community, and have merited the commendation of the public.

They occupy a funeral home that is one of the most up to date in this section of the country. It is indeed a real convenience to the patrons of the company and shows a progressive spirit which permeates every department of the firm.

Entering this home one is impressed by the atmosphere of intimate privacy and homelike comfort, and is filled with feeling of confidence in newly made friends who are to guide your actions during your visit or take care of the little details which are so distressing in the hours of deepest sorrow.

The funeral parlors are brightened up by mellow light and beautiful furnishings. In these rooms services are held and every detail is arranged as if the funeral were being held in your own home.

The business is under the direction of modern forward looking business men who appreciate the value of good service as a trade winner They and their associates are always willing and anxious to accomodate their patrons. They have taken an active part in the development of the country and are known as among our most useful citizens

TRIMBLE LUMBER CO.

Mr. Trimble has had twenty-three years experience with the Duffield Lumber Co. He recently purchased the stock of the Duffield Lumber Co. and is now located in Palo Alto at 913 High street.

This well known concern has become an important factor in the development of this section of the country. The guiding influence of this company has always been a determination to furnish the highest grade of lumber and building material at a reasonable price, so that the extension and beautification of the community can progress rapidly.

By purchasing to an advantage when the market is right and employing experienced help, they are able to offer at reasonable prices high grade goods and encourage the extension of home and enterprise. Let them serve you with your next order of this and you will get the good, permanent, well seasoned sort that builds for permanency, rather than increase costs that occur when buildings have to be gone over when the structure settles.

There is no one establishment in this community that has greater influence for the betterment of the building industry. Contractors and the public in general have come to know that whatever they desire in the lumber and builders supply line can be secured here, with a knowledge that it will be of the best grade, consistent with price.

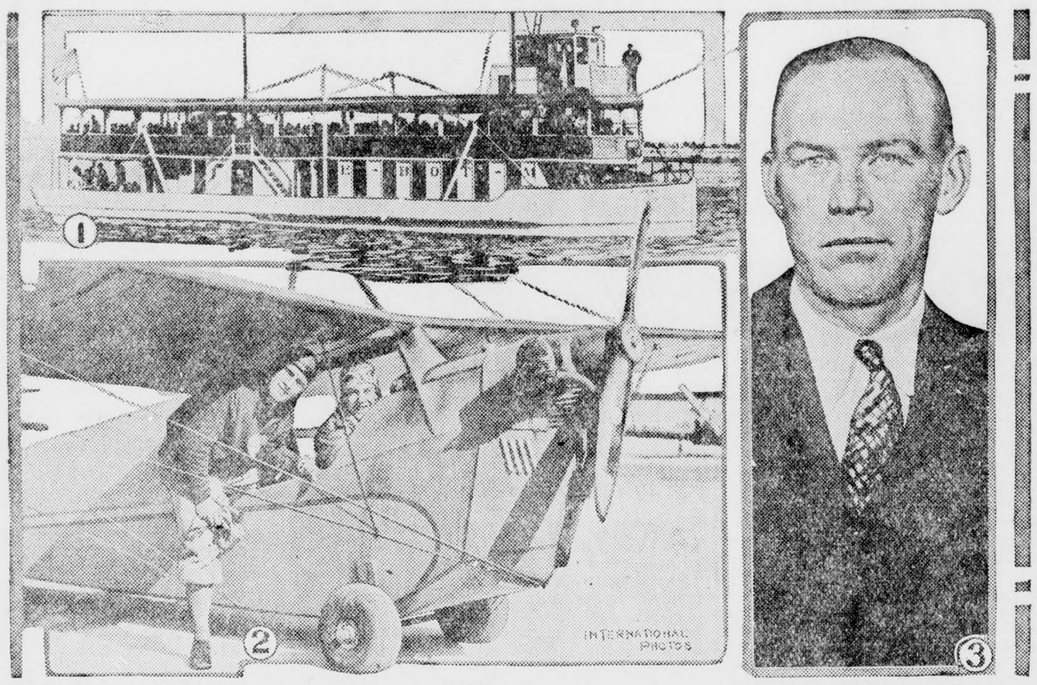
The management extends to the people of this community a cordial invitation to call at their yards and any information will be gladly given, no matter whether you wish to buy at this time or not.

We are pleased in this edition to give commendable mention to the Trimble Lumber Company and to assure the public they will receive the best of service and any information that is desired will be given in a most courteous manner. It is to your advantage to transact business with them in the lumber and builders supply line.

THE WORLD IN PICTURES

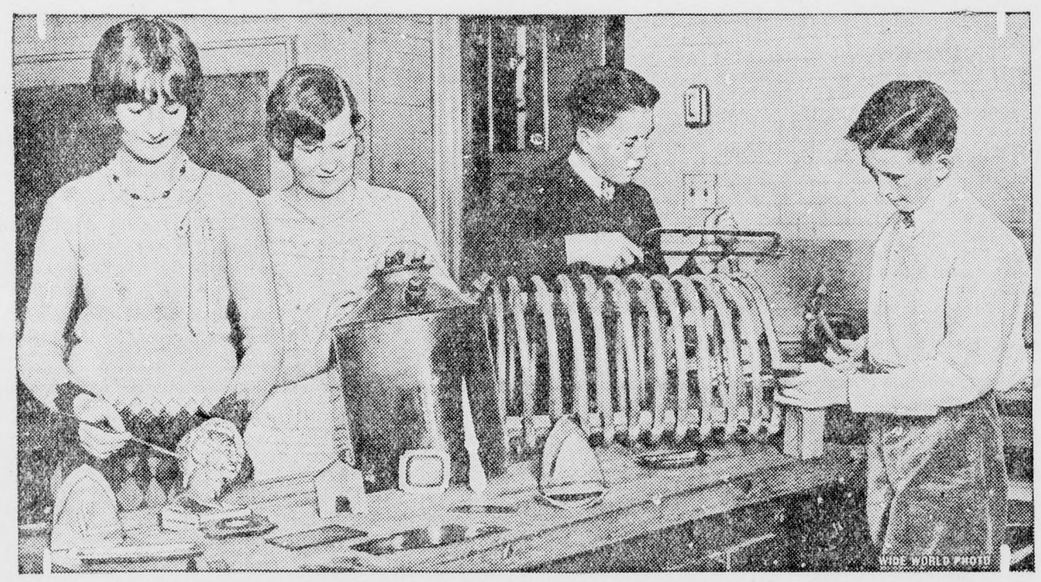
Interesting Events, People and Places in All Sections of the Globe as Caught by the Cameras of Newspaper Photographers

Events and Persons in the Current News



1—Glass-bottom excursion boat Eureka which blew up and burned near Miami Beach, Fla., several lives being lost. 2—Edward Wingarten and Joseph Jones, young New York aviators, who are flying to South America by easy stages in a powered glider. 3—Gilbert H. Beesemyer of Hollywood, Calif., who confessed that he had embezzled $8,000,000 from a building and loan association and a bond and mortgage company.

Putting Captured Stills to a Good Use

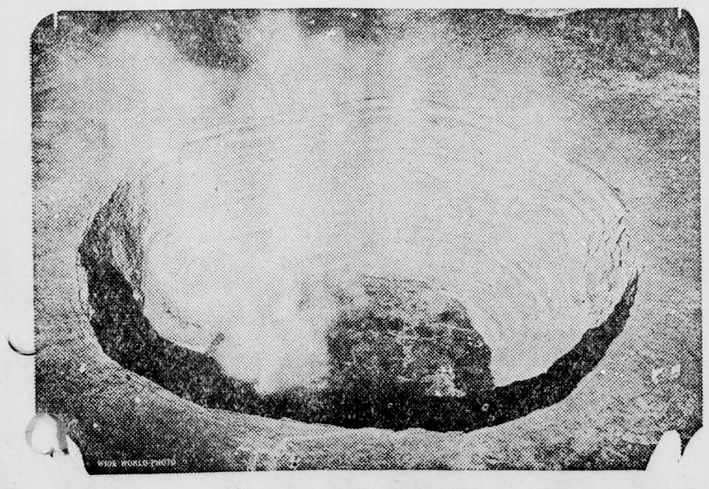


Students of the Henry J. Schaaf junior high school of Parma, Ohio, dismantling a 50-gallon still, which was taken in a raid by the Parma police and turned over to the school for use of the art metal class in making hammered copper art objects, such as calendar pads, ash trays and letter openers.

Wyoming Elk on Way to Winter Feeding Grounds

"King Winter" waves his magic wand and sets the background for this pretty scene as the elk herds in the Jackson's Hole region of Wyoming gather for the trip down to winter feeding grounds at Jackson. There the federal government assists the state in the care of approximately 20,000 elk.

Fire Pit of Halemaumau, Active Again



An interesting and unusual study of the fire pit of Halemaumau, the Kilauea volcano which recently came to life on the island of Hawaii, the southeastern unit of the Hawaiian group, as it appeared at the start of its sixth eruption of the last six years. The lava fountains form a vast black lake the floor of the crater.

IN HER ROYAL ROBES

Queen Mary Lou Waddell of the 1931 Pasadena Tournament of Roses, clad in her royal gown and crown.

PLANT MAN HONORED

Dr. David Fairchild, famous plant specialist, has been awarded the White medal, highest horticultural award in America, bestowed annually by the Massachusetts Horticultural society. Doctor Fairchild and his associates have introduced more than 80,000 new varieties and species of plants into the United States, crops from which yield many millions of dollars.

NEW HARVARD COACH

Edward M. Casey, one of Harvard's football heroes, who comes back to his alma mater next year as head coach of the Crimson football squad. He succeeds Arnold Horween. The coach-elect was known as "Lightning Eddie," a Walter Camp choice for the All-American.

SERRA FOR CAPITOL

This statue of Junipero Serra, founder of the early Spanish missions in California, will be placed in Statuary hall of the National Capitol in Washington. It is of bronze, eight feet high, and is the work of Ettore Cadorin of Santa Barbara, Calif.

The World's Island

The total area of all the islands in the world is approximately 4,000,000 square miles. This includes Australia, the largest island. Besides Australia, there are approximately 1,910,900 square miles of islands in the seas.

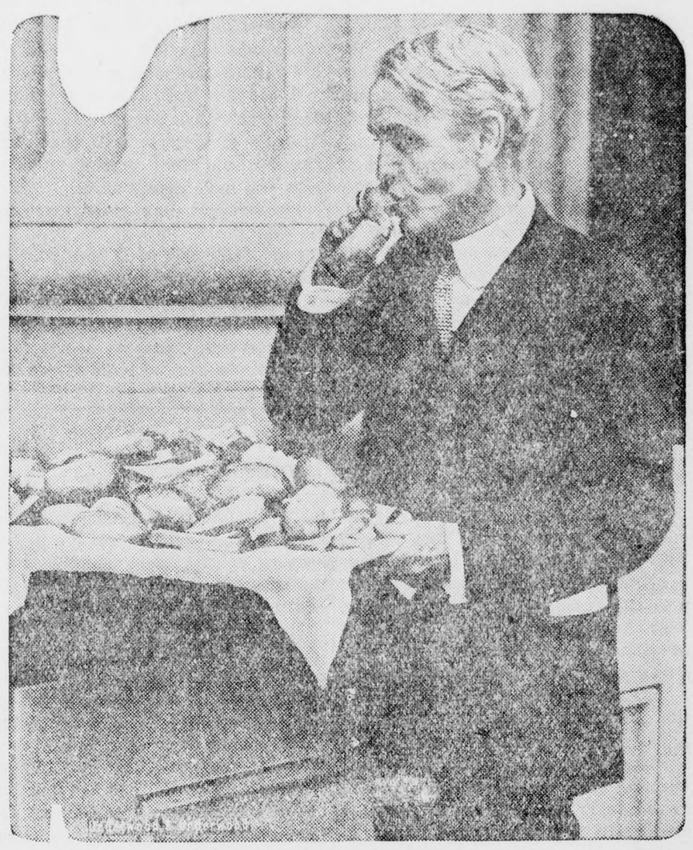
Choosing Husbands

Why do wives who complain of their husbands in public never stop to think that they are reflecting on their own judgment in their choice of a male?—Country Home.

Harmless Music

Music, wrote Addison, is the only sensual gratification which mankind may indulge in to excess without injury to moral or religious feelings.

Capper Has Bread Prices Probed

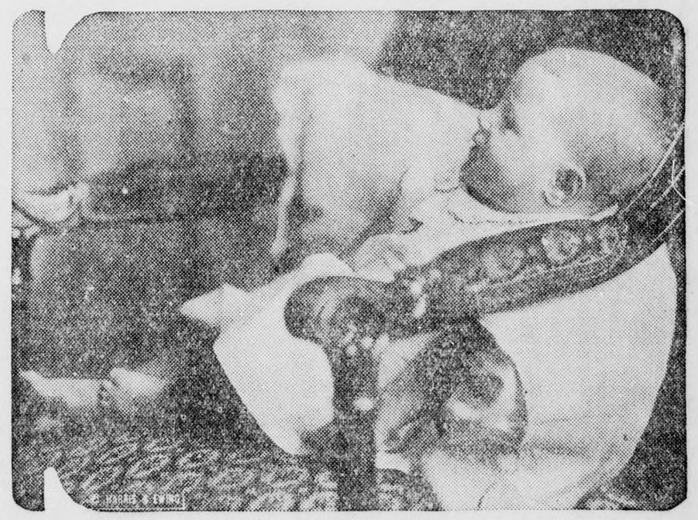


Acting under a resolution introduced by Senator Arthur Capper of Kansas, the District of Columbia committee of the senate began an investigation of the continued high prices of bread, despite the decline in the price of wheat. The photograph shows Senator Capper sampling various specimens of bread as are served in the senate restaurant.

Tennessee Has a Singing Chicken

Here is "Domineck," the hen prima donna of Nashville, Tenn., with her mistress, Mrs. J. M. Peebles, who accompanies her as she sings.

Youngest Member of Hoover Family



Being granddaughter of the President means nothing to this young lady. She doesn't care a thing for all this publicity and wanted the photographer to hurry, so she could go to sleep. She is Joan Hoover, youngest daughter of Mr. and Mrs. Herbert Hoover, Jr.

AROUND THE GLOBE

African natives are growing great fields of corn introduced from America.

At the Kimberley diamond mine in Africa, diamonds have been brought from a depth of 2,600 feet.

More than 5,000,000 gallons of oil will be used to protect fruit crops of the Pacific coast this year.

The life histories of most animal parasites are still not known to science, declares a well-known zoologist.

More than 26,000 oil wells were drilled in the United States in 1929, with 15,500 producing oil, 2,900 gas and 7,600 being dry holes.

MENLO PARK RECORDER

L. E. HARRIS ..... EDITOR

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BISSELL TIRE AND BATTERY SERVICE
"GOODYEAR TIRES"

Redwood City's most popular tire and battery service is located at 2093 Broadway.

They operate a well- equipped and efficient tire repair establishment and are extensive dealers in high grade Goodyear tires at reasonable prices.

They are most extensive dealers in tires. In this department they evidence their wisdom by featuring Goodyear Tires, for which they are the official distributors in Redwood City. This brand, which speak for themselves, need no comment from us. Just let us advise you that they have all sizes always on hand, also an extensive stock of rims and rim-parts.

This firm specializes in repairing and vulcanizing all makes of tires. This means that when you bring them a tire that you think is worn out, they will take it and rebuild it so that you will get the last mile of tread-wear. This service has been so efficient, satisfactory and economical that many patrons send their tires in by parcel post and have them rebuilt.

Whatever you may wish in tires, it is well worth your while to consult them. Their service is both courteous and painstaking and you are made to feel that your patronage is appreciated and desired. In charge are substantial and progressive business men, an dit is quite proper that we refer all our readers to them.

S. H. MASON
PHOTOGRAPHER

This well known studio is conveniently located in Redwood City at 2653 Broadway, and enjoys a large patronage from the discriminating people of the city and surrounding territory. When in need of anything in the line of phontgraphy you will find this studio one of the best in this section.

This studio has an excellent reputation for the high class work turned out and for the prompt and courteous attention shown in each and every particular. Their prices are within reach of everyone. All telephone appointments will be taken care of.

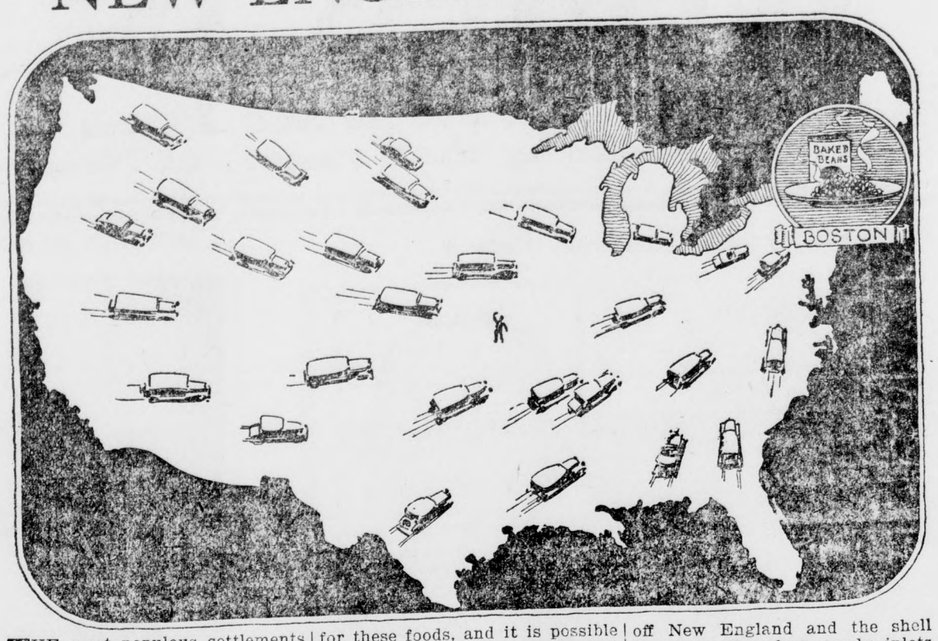
Evary woman loves a picture. Photographs have always been more than a mere gift sentiment. A birthday photograph, for example, always delights because of the sweet significance of the occasion and the enduring quality of the gift itself.

This studio makes a specialty of family groups and the taking of children's pictures. Every photographer knows that it is, indeed, a delicate task to make an artistic family picture.

The management hasa lways been a booster for the community and through hi sefforts much out of town business has been attracted here. We take great pleasure in recommending this popular studio to any of our readers.

TRADE AT HOME !!!

NEW ENGLAND FOODS



THE most populous settlements on these shores early in the Seventeenth Century were the colonies along the New England coast. However stern and ascetic were these New England Puritans, they certainly knew what was good to eat. As time has passed, and the population has grown from a few thousand to one hundred and twenty million people, spread out over the vast territory of the United States, the descendants of these early settlers have migrated to such an extent that fully half the people from California to the Atlantic coast and from Maine to Mexico can trace their antecedents back to New England.

This year Boston celebrated her tercentennial and all through the summer New England's roads were crowded with the automobiles of people who came not only to enjoy the lovely scenery but to visit the places of their families' American beginnings. This may account in part for many people's predilection for such delicious New England foods as brown bread, baked beans, creamed codfish, boiled salt codfish, codfish flakes and mackerel, to mention only a few of them. It is an ancestral taste which keeps cropping out. But this is only part of the reason. It is the taste of these foods, themselves, and not atavism, which chiefly accounts for it.

The Big B's

Boston Baked Beans and Brown Bread are the combination of big B's which are associated most universally with New England. Commercial canners cater to the taste for these foods, and it is possible to buy in cans even oven-baked beans cooked just as our grandmothers and great grandmothers cooked them. They are actually baked in huge steel pots lowered into enormous brick ovens, mixed in the Boston way with brown sugar and molasses and a delicious piece of pork. They are made to be just opened, heated and enjoyed, but they can also be varied in a number of ways. Here is one of them:

Baked Bean Croquettes: Press the contents of one can of oven-baked beans through a sieve. Add three tablespoons tomato catsup and one teaspoon horseradish. Shape into balls. Roll in soft, sifted bread crumbs, then in beaten egg (diluted with two tablespoons cold water), and again in crumbs. Fry in deep fat for about one minute.

Canned brown bread is as good as any you ever tasted, just taken from the can, sliced and buttered. But here is another way to use it, too.

Brown Bread Toast, Vermicelli: Melt two tablespoons butter; when bubbling add two tablespoons flour, one-fourth teaspoon salt and one-eighth teaspoon pepper, and stir until the mixture appears yellow. Add one cup of milk gradually, and stir constantly until boiling begins. Add the whites of hard-cooked eggs, cut in pieces. Pour over slices of canned brown bread, toasted, and sift the hard-cooked egg yolks over the top.

There are innumerable ways to serve the deep sea fish from the clear waters of the North Atlantic off New England and the shell fish from the clean sandy inlets along its coast which are "home" foods to such a great proportion of our population, and which are now universally available in cans.

New England Sea Foods

Codfish Pie: Cover the bottom of a baking dish with a thin layer of soft bread crumbs, and pour in the contents of one can of fish flakes. Press through a ricer six medium sized hot boiled potatoes; beat in one tablespoon butter, one-third cup milk, one-half teaspoon paprika and two beaten eggs; spread over the fish in the baking dish. Bake in a quick oven until delicately browned. Garnish with parsley and serve hot.

There are codfish cakes, ready to fry, in cans, prepared with the very best ingredients, but if you prefer to make them yourself with canned fish flakes, here is the way:

Fish Flake Cakes: Cook three or four slices of bacon in a frying pan, without letting either the fat or the bacon become discolored by the heat. Cut enough pared, raw potatoes in quarters to fill a cup twice; add one teaspoon salt and boiling water and cook till tender; drain, mash and add one can fish flakes, two tablespoons of cream sauce, if at hand, or two tablespoons butter, one-fourth teaspoon black pepper and a little hot milk. Beat thoroughly, shape in cakes, dip these in flour and fry in bacon fat. Cold boiled potatoes, quickly reboiled, may be used in place of the fresh cooked potatoes.*

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234 Winslow Street Redwood City

1931

The City Council And Local Merchants Wish You A

Happy And PROSPEROUS NEW YEAR!!

NOTICE INVITING SEALED PROPOSALS

No. 30-3

Pursuant to statute and the resolution of the City Council of the City of Menlo Park directing this notice, said City Council hereby invites sealed proposals or bids for doing the following work in said City, to-wit:

1. That COLLEGE AVENUE and CAMBRIDGE AVENUE from the northeasterly line of Arbor Road to the southwesterly line of El Camino Real, HARVARD AVENUE from the northeasterly line of University Drive to the southwesterly line of El Camino Real, UNIVERSITY DRIVE from the southeasterly line of Middle Avenue to the northwesterly line of Stanford Avenue, YALE ROAD from the southeasterly line of Middle Avenue to the northwesterly line of Stanford Avenue, and PRINCETON ROAD from the southeasterly line of College Avenue to the northwesterly line of Stanford Avenue, including all street intersections and terminations and portions thereof within the above described limits be improved as follows, to-wit:

(a) By grading each of said streets for the full widths thereof and for the full lengths thereof above mentioned.

(b) By paving the roadways of said streets for the full lengths thereof above mentioned and for the widths between the herein proposed curbs with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing hydraulic cement concrete curbs in said streets on both sides thereof for the lengths thereof above mentioned, together with hydraulic cement concrete curb returns therein at all driveway entrances, street intersections and terminations.

d) By constructing salt-glazed vitrified iron-stone pipe sewer service connections therein ,four (4) inches in diameter, from the existing main sewers in said streets to the property lines on each side of said streets.

2. That ARBOR ROAD from the southeasterly line of Middle Avenue to its southwesterly termination in Stanford Avenue including all street intersections and terminations therein be improved as follows, to-wit:

(a) By grading said street for the full length thereof above mentioned and for the full width thereof.

(b) By paving the roadway of said street for the full length thereof above mentioned and for the width thereof between the herein proposed curbs with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing hydraulic cement concrete curbs, Oregon Pine wood plank curbs, and hydraulic cement concrete curb returns at driveway entrances, street intersections and terminations, in said street, all within the lines and limits and for the lengths and in the particular locations, respectively, as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

(d) By constructing salt-glazed vitrified iron-stone pipe sewer connections therein, four inches (4") in diameter, from the existing main sewer in said street to the property lines on each side of said street.

3. That STANFORD AVENUE from the southwesterly termination thereof at Arbor Road to the southwesterly line of El Camino Real including all street intersections and terminations therein be improved as follows, to-wit:

(a) By grading said street for the full length thereof above mentioned and for the width and within the lines and limits as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

(b) By paving the roadway of said street for the full length thereof above mentioned and for the widths and within the lines and limits, as all are more fully shown on the plans, detailed drawings and specifications herein referred to, with a one and one-half inch (1½") emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing crushed rock shoulders three (3) inches in thickness and three (3) feet in width in said street on both sides of and along and adjacent to the herein proposed pavement in said street, all within the lines and limits, and for the lengths and in the particular locations as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to,

(d) By constructing hydraulic cement concrete curb returns in said street at all street terminations therein.

4. That PARTRIDGE AVENUE from the northeasterly line of University Drive to the southwesterly line of El Camino Real be improved as follows, to-wit:

(a) By grading said street for the full length thereof above mentioned and for the width and within the lines and limits as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

(b) By paving the roadway of said street for the full length thereof above mentioned and for the width thereof between the herein proposed curbs with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing hydraulic cement concrete curbs in said street on both sides thereof for the full length thereof above mentioned together with hydraulic cement concrete curb returns therein at all driveway entrances and street intersections and terminations.

5 That OXFORD LANE from the southeasterly line of Middle Avenue to the northwesterly line of College Avenue be improved as follows, to-wit:

(a) By grading said street for the full length thereof above mentioned and for the full width thereof.

(b) By paving the roadway of said street for the full length thereof above mentioned and for the width thereof between the herein proposed curbs with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing hydraulic cement concrete curbs in said street on both sides thereof for the full length thereof above mentioned together with hydraulic cement concrete curb returns therein at all driveway entrances and street intersections and terminations.

6. That CORNELL ROAD from the southeasterly line of Cambridge Avenue to the northwesterly line of Stanford Avenue together with all street intersections therein be improved as follows, to-wit:

(a) By grading said street for the full length thereof above mentioned and for the full width thereof.

(b) By paving the roadway of said street for the full length thereof above mentioned and for the width thereof between the herein proposed curbs with a one and one-half (1½") emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression.

(c) By constructing hydraulic cement concrete curbs in said street on both sides thereof for the full length thereof above mentioned together with hydraulic cement concrete curb returns therein at all driveway entrances and street intersections and terminations.

7. That EL CAMINO REAL (also known as State Highway) within the City of Menlo Park from the northeasterly production of the southeasterly line of Middle Avenue, to the southeasterly boundary line of said city across said highway in San Francisquito Creek, including all street terminations therein, be improved as follows, to-wit:

(a) By grading and by paving certain portions of said street with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base six (6) inches in thickness, measured after compression, and by constructing hydraulic cement concrete curb returns therein, all within the lines and limits and in the particular locations and to the dimensions, as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

8. That MIDDLE AVENUE from the southwesterly line of El Camino Real to a line across said avenue, said line being parallel with and distant twenty-five (25) feet southwesterly from the northwesterly production of the southwesterly line of that portion of Arbor Road lying southeasterly of Middle Avenue including all street intersections and terminations therein, be improved as follows, to-wit:

(a) By grading and by paving in certain portions of said street, with a one and one-half (1½) inch emulsified asphalt wearing surface laid upon a water bound rock base four (4) inches in thickness, measured after compression, and by constructing galvanized corrugated iron pipe part circle culverts therein together with hydraulic cement concerte clean out boxes with frames and covers all at the particular locations and places and to the dimensions and of the sizes and number and within the lines and limits as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

9. That those certain public easements and rights of way within said City of Menlo Park granted to and now owned by said city for public use, in, over, through, along and upon the following described real property situate, lying and being in said city of Menlo Park, County of San Mateo, State of California, to-wit:

(1) Beginning at the most southerly corner of Lot One (1) of Block One (1) of Partridge Subdivision as said Lot is shown on the certain map of said Subdivision filed for record April 6th, 1909 in the office of the County Recorder of San Mateo County, State of California in volume 6 of Maps, at Page 57, San Mateo County Records; thence northwesterly on and along the southwesterly line of said lot a distance of eight and nineteen one-hundredths (8.19) feet; thence northerly a distance of eighty and seventy-four one-hundredths (80.74) feet to a point on the northwesterly line of said Lot One (1) a distance of fifty-nine and seventy-five one-hundredths (59.75)feet fron the most westerly corner thereof; thence northeasterly on and along the northwesterly line of said Lot One (1) a distance of eight and ninety-six one-hundredths (8.96) feet; thence southerly a distance of ninety-two and and ninety-seven hundredths (92.97) feet to the point of beginning.

(2) The northeasterly six (6) feet of Lot Four (4) of Block One (1) of the Partridge Subdivision as said lot is shown on that certain map of said Subdivision filed for record April 6th, 1909 in the office of the County Recorder of San Mateo County, State of California, in Volume 6 of Maps, at Page 57, San Mateo County Records, and that certain of said streets above named, to-wit: College Avenue, Partridge Avenue, Cambridge Avenue, El Camino Real, Harvard Avenue and Stanford Avenue, and that the certain public lane or alley commonly known and designated as ALTO LANE, open and dedicated to public use, in Block Seven (7), as said lane and block are shown upon that certain map entitled "Stanford Park Map No. 2" filed for record April 2nd, 1913, in the office of the County Recorder of San Mateo County, State of California, in Volume 8 of Maps, at Page 54, San Mateo County Records; and that the certain unnamed public lane or alley, open and dedicated to public use, in through and across Blocks Eight (8) and Nine (9) as said alley and said blocks are shown on said "Stanford Park Map No. 2" above mentioned; be improved as follows, to-wit:

(a) By the construction in said streets, alleys and rights of way of a galvanized corrugated iron pipe storm drain, with concrete headwall and automatic drainage gate, together with brick manholes complete with cast iron frames, cast iron covers and steps, together with hydraulic cement reinforced concrete catch basins, complete with steel frames, gratings and galvanized corrugated iron pipe connections therefrom to said main storm drain, in, over, through, across and upon said streets and rights of way all within the lines and limits and to the lines and grades and of the number, dimensions and sizes and in the particular locations and manner as all are more fully shown on the plans, profiles, detailed drawings and specifications herein referred to.

All of the hereinbefore mentioned and described work and improvement shall be constructed, at the places, in the positions, locations and to the grades and of the sizes, dimensions and materials and to the depths and in the manner as shown and described on the plans, profiles, detailed drawings and specifications therefor heretofore adopted by the City Council of the City of Menlo Park on the 9th day of December, 1930, and now on file in the office of the Clerk of said City, to which plans, profiles, detailed drawings and specifications reference is hereby made for a full, accurate and complete detailed description and location of said work and improvement, and for further particulars, and the same are hereby made a part hereof.

There is hereby excepted from the above mentioned work and improvement any thereof that is or are already done to the lines and grades as shown on the said plans, profiles, detailed drawings and specifications hereinbefore referred to.

The word "street" herein used, shall mean and include all streets, avenues, roads, lanes, alleys, highways and drives herein mentioned. The streets hereinbefore named are all as shown upon that certain map of the City of Menlo Park entitled, "Map of the City of Menlo Park, San Mateo County, California" approved and adopted July 23rd, 1929, by the City Council of the City of Menlo Park on file in the office of the city clerk of said city.

The width of the streets and of the rights of way herein mentioned and the width of the roadways and the width of the sidewalks of said streets shall be and are as shown on the said plans, profiles, detailed drawings and specifications referred to herein.

All of said work shall be done and improvement made to the lines and grades as are shown on the said plans, profiles, detailed drawings and specifications hereinbefore referred to, which said grades are hereby adopted and established as the official grades for said streets, and to which the said proposed work and improvement shall be done and made. Said grades are referred to the official base and datum for said city established by said City Council by Resolution entitled "Resolution Establishing Official Base and Datum," adopted November 26th, 1929, on file in the office of the City Clerk of said city, said grades being elevations in feet and decimals thereof above said base and datum.

The City Council of the City of Menlo Park does hereby determine and declare that the foregoing described work and improvement is of more than local or ordinary public benefit and will affect and benefit the lands and district hereinafter mentioned, which said district said City Council hereby declares to be the district benefitted by said work and improvement; that therefore the entire costs and expenses of said work and improvement shall be and are hereby made chargeable against and shall be assessed upon said lands and districts, which district is within the corporate limits of the said City of Menlo Park, County of San Mateo, State of California, and the said district is described and shown on that certain map or plat entitled "Map Showing Assessment District Under Resolution of Intention No. 30-3" approved and adopted by the City Council of said City of Menlo Park on the 9th day of December, 1930, which said map or plat is now on file in the office of the Clerk of said City of Menlo Park and to which said map or plat reference is hereby made for an accurate and complete location and description of said assessment district, and the same is hereby made a part hereof; provided however that all streets or portions thereof included within said assessment district and shown on said map thereof shall be omitted from any assessment levied for the costs and expenses of said work and improvement aforesaid, said streets and portions thereof now being in public use as public streets.

NOTICE IS HEHEBY GIVEN that serial bonds to represent unpaid assessments, and bear interest at the rate of seven per cent (7%) per annum, will be issued hereunder, in the manner provided by the "Improvement Bond Act of 1915" of the State of California, as amended and now in effect, the last installment of which bonds shall mature nine (9) years from the second day of July next succeeding ten (10) months from their date. Except as herein provided for the issuance of serial bonds, all of said proposed work and improvement hereinbefore mentioned shall be done and made pursuant to the "Improvement Act of 1911" of the State of California as amended and now in effect.

For further particulars reference is hereby made to Resolution of Intention No. 30-3 of said City Council passed December 9, 1930, declaring its intention to order said work to be done, which said resolution is on file in the office of the Clerk of said City, and reference is hereby further made to the specifications for said work on file.

All proposals or bids shall be accompanied by a check payable to the City of Menlo Park, certified by a responsible bank for an amount which shall not be less than ten percent of the aggregate of the proposal, or by a bond for the said amount and so payable, signed by the bidder and two sureties who shall justify, before any officer competent to administer an oath, in double the said amount, and over and above all statutory exemptions.

Said proposals or bids shall be delivered to the Clerk of said City Council of said City, on or before the hour of eight o'clock P. M. on Tuesday the thirteenth (13th) day of January, 1931, said time being not less than ten days from the time of the first publication and from the time of posting of this notice of said work and inviting sealed proposals, on which day and hour all proposals or bids will be publicly opened by said City Council.

Dated: December 31, 1930.

FANNIE I. KURTZ,
Clerk of the City of Menlo Park.

First publication in Menlo Park Recorder January 2, 1931, last publication January 9, 1931.

Gifts From All Nations in Hague Peace Palace

The following is a list of the gifts that have been made to the Peace palace at The Hague by the governments of various countries:

United States of America, marble statue; Argentina, a bronze statue; Australia, a writing desk with silver inkstand; Belgium, bronze doors of the main entrance with smaller doors to match; Brazil, palisander and cedar wood (stems) for hall and room woodwork; Chile, group of bronze statues in the grounds; China, four cloisonne vases on pedestal; Denmark, a fountain of Copenhagen porcelain in the inner court; Germany, the iron railing with gates to the main entrance of the grounds with carved work of natural stone; England, four windows of stained leaded glass; France, a painted scene (Besnard), a sketch of a gobelin which has not been delivered, a painting (Chigot); Greece, a marble seat; Haiti, fine woods to be used for woodwork; Hungary, four large vases of baked earthenware; Italy, marble to be used for columns; Japan, wall coverings of handwoven silk; the Netherlands, the site of the Peace palace, seven windows of enameled leaded glass, the permanent loan of four paintings by Ferdinand Bol; the Netherland-East Indies, a quantity of teakwood (stems) to be used for woodwork; Norway, worked granite for the drive at the main entrance; Austria, six bronze candelabra; Rumania, four small rugs; Russia, a large vase of jasper marble; Salvador, fine woods (stems) to be used for woodwork; Spain, 12 silver inkstands with penholders; Turkey, a large rug; Sweden, carved granite for the facade, and Switzerland, carillon with four clock faces.

Attribute Quakes to Earth-Shaking Giants

In southern Italy, where earthquakes are of frequent occurrence, old peasants have many queer legends which have been handed down for centuries. In the neighborhood of Mount Etna one of the strangest of these is widely believed.

The peasants will tell you that centuries ago their ancestors won the land from a race of giants. They compelled the giants to take refuge underground. There they remain and cannot escape, but from time to time they cause earthquakes, showing that they have not forgotten and that they still take their revenge upon mortals.

No one knows what really causes earthquakes, though it is believed that some distance below the earth's hard crust there is a plastic layer in which tides, just like those of the sea, are set up by the attraction of the sun and moon. The crust is strained by these tides, and one day a part of it, deep down, gives way. Then the surface trembles and widespread havoc occurs as buildings rock and fall.

Start the New Year Right!!
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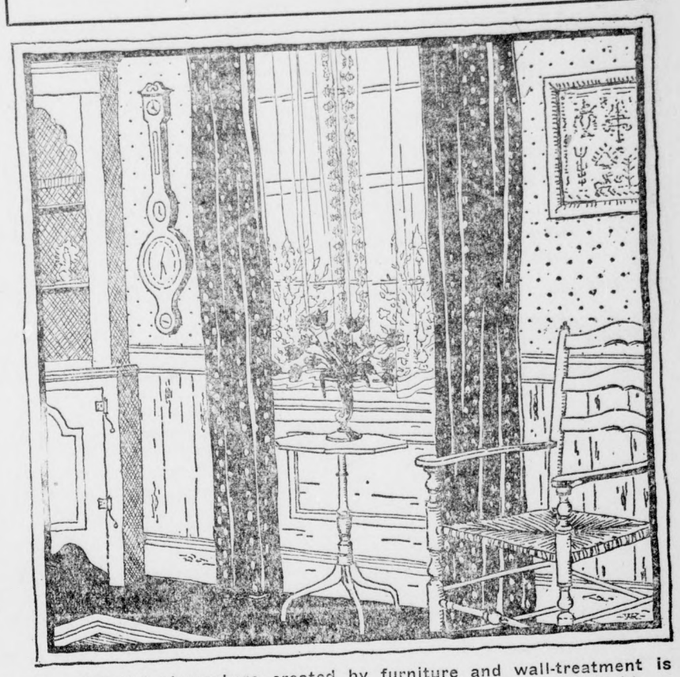
Hints on the Colonial Home



The Colonial atmosphere created by furniture and wall-treatment is carried out in curtains echoing the framed sampler at the right.

THE vogue for Colonial atmosphere in the typical home of today calls for much care in the selection of furnishings if the simple charm of the early American fireside is to be achieved.

The choice of the major furnishings has been much simplified. A gate-leg table or a butterfly, a ladder chair or a Windsor, a secretary or a spinet desk may be selected from well-styled and authentic reproductions and will be quite at home with any treasured "antiques."

It rests with the accessories, however, to achieve the final touch. They must be consistent throughout, or the entire effect of the room is lost. Pewter vessels and blue Willow-ware on the shelves, hooked rugs, a banjo clock, a framed sampler will all help to achieve an interior of distinction.

Pictures must be carefully chosen. The shops are now showing excellent copies of the rare Currier and Ives prints and one of these, framed in dark wood or maple, may be hung to advantage. Silhouettes, in square or oval frames, are also good.

Curtains constitute an insistent problem of the Colonial home. Recently there have appeared new patterns in lace curtains designed to carry out the simple Colonial home atmosphere. Lurelle Guild, authority on early American antiques, is said to have created the designs from his own collection of old samplers. They are all in natural color suggestive of the real "unbleached" linens of old, and combine effectively with overdraperies of chintz, cretonne or toile. Chintz, however, is just a bit smarter, particularly in the new semi-glazed finish.

Men's Furnishings

Stationery

Tobaccos

Films

The LITTLE GREEN DOOR

A Christmas Club Account Puts Joy in Christmas Shopping

THE NEIGHBORHOOD BANK — AMERICAN TRUST COMPANY — SINCE 1854

Members of the American Trust Christmas Club are very happy.

They are cashing their checks and getting great joy in Christmas shopping.

Because they have saved this special Christmas money there is no need to touch money which ought to be used for current bills.

You'll have no worry over expenses next year if you plan ahead and join our Club today.

Small weekly deposits grow to surprising totals.

Save $	.25 for 50 weeks and receive	$ 12.50
	.50	25.00
	1.00	50.00
	2.00	100.00
	5.00	250.00

Four per cent interest added if payments are made regularly or in advance.

MENLO PARK BRANCH

AMERICAN TRUST COMPANY

Since 1854

95 Banking Offices Serving Central California Communities

Resources more than $300,000,000

The Handsome Man

by MARGARET TURNBULL

Illustrations by IRWIN MYERS

Copyright by Margaret Turnbull. W. N. U. Service.

CHAPTER XII—Continued

—22—

"Bobbie! Bobbie! Don't be frightened!" Sir George called. "I'm coming."

Half sobbing Roberta MacBeth ran forward.

"Sir George, oh Sir George, I'm all right! Don't! Don't!" Then she screamed.

Jack looked back. The tall figure with his clothes on fire, his forearm over his eyes, to shield them from the flames, came striding toward Roberta who, screaming, ran forward to meet him, flung her arms about him and began beating out the flames with her bare hands. And as she beat at them the man picked her up in his arms and ran toward him.

The flames were licking nearer. They were terrific! Another bit of the roof caught and, with a roar, the fire leaped forward. The bridge behind them was like a funnel full of flames.

It was too much for Jack. He started the car, determined to get out of it at any cost. As for the girl, if she was fool enough to stick by that fellow she could stick, he was not going to wait for her. The wind was blowing the flames toward him now. Half in despair of his carefully laid plans, half out of a desire to justify his actions, he gave a loud call:

"Come on, Roberta!"

There was no reply, but as the car started it was suddenly checked. Jack had forgotten that his enemy was six foot three, but Sir George had not. As he saw the only hope for the girl and himself about to be taken from them, he dropped the girl and flung himself forward on the running board. One arm stole about Jack's neck. As the machine bounded forward wildly, Roberta screamed again and the car came to an abrupt stop.

A voice in Jack's ear had said: "Shut it off, you fool, until the girl gets in, or I'll strangle you. I don't mind telling you I'd enjoy doing it." Sir George, still with his hand on Jack's neck, motioned to Roberta to get in.

"Now you can hurry, my man, as you've never hurried before. You'll hear something presently when the flames reach my car."

He released Jack's throat, as the girl climbed in, but still on the running board with his hand on Jack's arm, they dashed for the other side. There was a muffled explosion.

"There goes Ray's car," Sir George called to Roberta, smiling at her with an absurd, singed and blackened face, like a man badly made-up for a minstrel show. "And I was worried about not having enough petrol." He leaned heavily on Jack's shoulder and shouted in his ear: "Here come the fire engines! We have only one chance in ten of getting off this bridge on dry land. Unless you rip out a little speed it will be a spectacular plunge into the Delaware for us."

"Oh, hurry!" screamed Roberta.

The fire was running along the roof. The exit toward which they were making was screened with smoke, with here and there a little darting, flickering tongue of flame.

"To the left!" Sir George shouted in Jack's ear. "There's less fire there, and sound your horn, you fool! Make those idiots hear."

The horn sounded again and again. Through the smoke they could see people running hastily. Roberta could hear them call. "There's a car! Look out! There's a car coming through!"

But the village fire engine was at the entrance filling more than half of it and Jack was wildly swaying from side to side.

"To the left!" roared Sir George and then he relinquished his hold on Jack and, gathering all his strength, leaned over and half-lifted, half-pulled Roberta across behind the driver. They rolled together off the car as Jack jumped, and the car smashed into the fire engine.

CHAPTER XIII

Sir George opened his eyes to a Dantesque world on fire, or so it seemed to him. It was full of shouting, too. After a moment he saw that the bridge was flaming and burning to the skies and the noise was the shouting of the crowd at the collapse of the main part of the bridge. It was a tremendously spectacular picture, quite terrible in its beauty.

He was about to give himself up to contemplating it, when his only half-awakened mind began to speculate where he was. Then as he moved slightly his whole mind was suddenly alert. He was in frightful pain, but that fact somehow did not puzzle him as much as the question, Where was Roberta?

He must have said it aloud for from somewhere above him he heard a voice say very gently: "I'm here, Sir George."

He saw then that his head was on a woman's knee. It was Roberta's knee, and above him Roberta was bending solicitously with a very grimy face.

"You quite all right?"

"Oh, Sir George, I thought—I thought—" She shuddered.

"Don't." He put out his hand to touch her but he winced as he did so. "I say, Roberta, you are shaking me quite awfully," he said after an attempt to sit up.

"I'm sorry. Lie still, until I finish with your face. They have sent for a doctor."

"Oh, I scarcely need a doctor," he assured her. "It's only that I need a little rest, I think." He closed his eyes but he opened them immediately, however, to say, "Where's Jack? Is it Jack you need a doctor for?"

"No," Roberta answered shortly, "Jack's all right."

"Where is he?" Sir George asked, trying to rise.

"Oh, do lie still. Don't try to get up," Roberta begged. "It was the car that smashed, not Jack."

"Too bad," he murmured and then looked anxiously at the girl and tried to sit up again. "You won't go away with him, will you, Roberta, and leave me?"

He was surprised himself at the childishness of his plea and ashamed of the woebegone voice in which he had made it.

But Roberta seemed to find nothing wrong with it. "Of course, I won't

"Bobbie! Bobbie! Don't Be Frightened!"

leave you. Close your eyes while I put this stuff over your poor burned face and hands."

She was gently spreading cold cream from a tube which she had taken from her vanity case over his face.

"Oh, that was what it was that hurt me." Then he opened his eyes and said again in an anxious voice: "Roberta, don't leave if I slip off again, will you?"

"I promise I won't leave you."

"That's quite all right," he heard himself saying, and then he slipped off into something that seemed like a heavy black curtain of mist.

He was roused after while by a sharp pain that cut through all the curtains and clouds that hung about him, and brought him suddenly back to life again and conscious that competent fingers were busy about him. "I say, what do you think you're doing?" Sir George asked. "And who are you, anyway?"

"The doctor," a pleasant voiced middle-aged man said, "and your ankle isn't broken, only sprained."

"Thanks awfully. Glad it's no worse."

"Aside from a sprained ankle and a bad cut on your thigh, both arms burned, your eyebrows and some of your hair gone and your face burned and scratched, I can give you a clean bill of health."

"Charmed, I'm sure," murmured Sir George. "Do I get up now and walk?"

The doctor looked at him a little dubiously. "You don't walk to amount to anything for several weeks, but if you lie quiet and behave yourself you might be moved tomorrow."

"I must go home tonight," he insisted. "Aggy will be anxious."

"We can telephone your wife."

"Aggy is my stepmother. I want to go home to Aggy. I say, if we can telephone— Where's Roberta?"

"Here I am," and Roberta came from behind the head of the bed on which Sir George now perceived he was lying. Her hands were bandaged and she looked pale but otherwise, as far as Sir George could see, she was herself.

"Doctor, is this young lady quite all right?"

The doctor looked up and smiled. "She's all right, had a bad fright and got her hands burned a little, but nothing serious. You broke her fall."

"Splendid. Where am I?"

"At the Bridge hotel. Judge Arlett owns and runs it."

"Thanks. Doctor, the young lady will make all arrangements for me. I'd like to speak to her alone when you're through."

The doctor nodded and completed his bandaging, then spoke a few words to Roberta, giving directions and medicine. "I will be in the hotel for a while if you should want me."

He crossed to the window and looked out. "The bridge is still burning. Lucky you people got over when you did."

He nodded to his patient. Roberta went with him to the doorway. Opening the door made them all instantly aware that the hall downstairs was filled with noise and clamor, quite distinct from the sounds that came from the burning bridge, the fire engines and the crowd.

Roberta turned and looked toward the bed. "Jack!" she exclaimed. "That was Jack's voice."

It was unmistakably Jack's voice, raised in exasperation, hoarse and angry.

Sir George pulled himself up on his pillow. "Get me some clothes, Doctor. I have to see that—fellow. He must not get away until I have seen him."

"Be quiet," the doctor told him peremptorily. He called downstairs in a clear incisive voice. "Bring that man up here."

Jack appeared, disheveled and belligerent, escorted by two village constables and the landlord.

"Feller says he's a friend of yours," the elder constable said to Roberta. "Caught him makin' off in a car 'at didn't belong to him."

"Sure thing," said the younger constable, who conversed without disturbing a wad of tobacco that unduly distended his long jaw.

"Know him?" Judge Arlett asked it of the man on the bed but his glance included Roberta. Though very stout and resembling more than anything else one of the funny "tumble" toys invented for children, the judge managed to give a pleasing impression and was a thoroughly friendly soul.

"Yes," said Sir George quickly, "only too well."

"H'mm," Judge Arlett took in Jack, the constables, Sir George and again Roberta. "Seems his tale is that he was helping himself because the lady told him to get a car, somehow, anyhow, to take you to the hospital."

Sir George looked from Roberta to Jack. His mind cleared suddenly. He had the girl to look after. This fellow might have, probably had, some blackmailing scheme up his sleeve. "Gentlemen," he said slowly, "would you mind guarding the door, while I ask your prisoner a question or two? If he doesn't answer them satisfactorily I'll hand him back to you with a much more serious charge to answer than trying to steal a car."

The two constables digested the request and the English accent before they glanced at Judge Arlett.

"Seems reasonable," he remarked.

The two officers of the law, the doctor and the judge slowly left the room. Roberta stood silently between Jack and the window.

"Well?"

Sir George looked up at Jack from the pillow. He beckoned with a bandaged hand and winced with the pain the movement gave him. "Come over to the foot of the bed where I can see you."

Jack, with a look at Roberta, did so.

"Now, listen to me, for I can't be bothered repeating myself. I know who you are and what you are. It depends on how you conduct yourself in this interview, how much I tell Miss MacBeth—and the others."

Jack said something under his breath which finally became articulate as "Go as far as you like."

"I will. First, hand over the marriage license."

"What?"

Both Roberta and Jack were startled. Jack looked at the girl with an angry scowl.

"I mean what I say. I'm not bluffing. I know Jack acquired one last week."

Roberta gasped.

"What do you think you can do with it?" Jack sneered.

"Destroy it. Hand it over, because it isn't going to be used. Is it Roberta?"

"No," said Roberta shamefacedly.

"Come, be quick," Sir George demanded. He felt rather rocky.

Roberta took a step nearer him. She looked down on the white bandaged face. "You ought not to talk so much."

(TO BE CONTINUED.)

Cobbler Welcome Guest in Homes of Colonists

In the early days of the American colonies and for some years after the Revolution it was the custom for cordwainers, or traveling cobblers, to go from house to house for many miles repairing the old boots and shoes of the family or making new ones. Sometimes the cobbler would remain at one house for two or three weeks, receiving free board and lodging while employed on the footgear of master, mistress and children.

He carried with him not only his kit of tools but also different kinds of leather. The men usually wore heavy cowhide boots, well greased with mutton tallow to keep out the wet, as rubbers were then unknown. The children wore calfskin and the young women of the family morocco or kid, sometimes red or blue—and tied with silk tassels. The cordwainer set up his bench in a corner of the kitchen, and while he hammered away or stitched industriously at his work regaled his customers with the news he had gathered in his travels. He was a welcome guest in the absence of newspapers.

Enoch Crosby, the famous Revolutionary spy, exploited by Cooper in a novel, was a cordwainer and gained much valuable information for General Washington while pursuing his trade among the Westchester farms. —New York Times Magazine.

A property in Durham, England, is held at the "rent" of three grains of pepper yearly.

THE NEW MESDAMES FRESCO

By FANNIE HURST

(©, McClure Newspaper Syndicate.)

UNTIL Ella was fourteen, the loveliest uniform in all the world was the one worn by her mother. She seldom, if ever, saw her out of it, except on magic Thursday afternoons when they shopped, had their supper in a little self-service restaurant and went to a motion picture theater together.

Mrs. Fresco, a large, florid woman whose hands gleamed with jewels even at breakfast and whose short, asthmatic breathing was one of the dominant noises in the household, came, as the asthmatic affliction increased its hold of her, to depend more and more on the bright person of Ella's mother.

"Annie" was Ella's mother's given name. Mrs. Fresco found it too commonplace, so the very first month that Annie, handicapped by her four-year-old child, had succeeded in gaining employment in the Fresco house, her mistress had refused to call her by any other name than Antoinette.

The room occupied by Antoinette and her daughter was a little, slap-sided one up under the eaves of the beautiful old house.

If Antoinette sometimes found her role in that household almost unbearable, her little girl was the last one to know it. As Mrs. Fresco, her life fraught with the complexities of her role as social dictator, grew heavier and more asthmatic, her demands upon her maid sometimes became intolerable. And yet only too well Antoinette realized, and was made to realize by Mrs. Fresco, her difficult and anomalous situation. Widowed women with children did not find it easy to obtain positions. Antoinette knew that from bitter experience. The thought of placing her little girl in an institution was simply outside her reckoning. And so, throughout the years, Antoinette remained on.

There were, after all, great advantages in the situation. Mr. Fresco, a great, hearty man of fifty, was kindness and consideration itself. With all her heart, Antoinette pitied him the nervous, petty, socially ambitious, exacting wife. He was generous and indulgent.

Then there was Dick, the only child of the household. In the early years, Dick and Ella, in the enormous democracy of childhood, had played together among the swans or in the beautiful gardens that surrounded the home. But Dick had shot up into slim boyhood while Ella was still in rompers. For the past ten years, the most exciting events in that household had been his all-too-sporadic visits from boarding school and college.

Yes, there were advantages to remaining at the Frescos'. Antoinette tried to keep this realization staunchly to the front of her mind on those occasions when Mrs. Fresco made life unbearable or when the heavy social routine of the household with its luncheons, musicales, teas, dinners, banquets, balls and house parties made the burden of work and responsibility almost crushing to the slim shoulders of Antoinette.

When Mrs. Fresco died one night in a paroxysm of suffocation, her passing was a source of comment in the social circles of the large cities of both America and Europe. She had succeeded in gouging out what she had most craved for herself—social eminence. As a poor girl she had married Alexander Fresco and, out of a gripping determination, had accomplished what she had set out to do.

But she had died socially secure.

Antoinette remained on in the household, conducted it for Mr. Fresco after his wife's death.

When Ella was a beautiful seventeen and lovely as the first jonquil that grew in spring beside the swan lake, Dick Fresco came home from college, a new graduate, eloped with her in an airplane one afternoon and married her in an adjacent city.

The young heir to Fresco millions, the young college graduate, just home and prepared to enter into his father's many activities, had done the unthinkable—married the daughter of a servant girl.

Strange, with what an imperturbability the ruddy, genial father of this nice frank youngster took his blow. The two children were received back into the household.

Nothing was done to change the status of Antoinette, who by this time was a little gray at the temples of her pretty brown head and who was now occupying the role of housekeeper. Importunings of her daughter, her son-in-law and even Mr. Fresco to the contrary notwithstanding, Antoinette continued to wear a bunch of keys at her belt and to occupy the small room under the eaves.

There was something strangely tenacious in the benign makeup of the girl Ella. Time after time, in order to solve the curious situation of this household, Antoinette importuned her son-in-law and daughter to let her leave in order to ease the curious dilemma.

No doubt about it, Antoinette was doing her daughter an injustice by insisting that she retain her humble role; no doubt about it, Ella was doing her mother an injustice by refusing to permit her the alternative of leaving the house. And yet, the bond between these two was so close. Years of propinquity between mother and daughter in the humble quarters they had formerly occupied in that home of magnificence, had drawn them closely, irretrievably together. The mere thought of separation was mutually unbearable to them both. The young Dick, buoyantly, youthfully in love, minimized the complication and accepted in embarrassed good humor the role of his mother-in-law, trying to evade its more serious aspects by treating her in a playful manner.

"Antoinette, I say, you haven't performed your tasks well this morning," or, "Antoinette, I am afraid we will have to dispense with your services as housekeeper if you insist upon such a familiar manner with Mrs. Fresco."

These little witticisms indulged in so good naturedly by the husband of Ella, helped. And yet, not all the facetiousness in the world could save the situation from the curious mixture of pathos, irony and absurdity which characterized it.

For months after this marriage, the social world that had at one time poured into this house stood off bewildered and dumbfounded, and yet there were going on in the financial world rumors that revealed the fact that Alexander Fresco, in the little time since the death of his wife, had practically tripled his many millions.

There came a time when, despite the catastrophic thing that had happened in that home, the socially exclusive found it the better part of valor to call upon the new Mrs. Fresco, Jr.

Cards were left on the silver salvers in the hallway that had been left there, off and on, for years and years, but, now that they were applied to little Ella, it fairly took away the breath of Antoinette and her daughter.

The time had come for a strategic decision to take place in that household. When the social world had set its stamp of approval finally upon the new little wife of Dick Fresco, it was time to begin to prepare her for the complex and difficult role that stretched ahead.

Then something happened that again threw out of focus every single precedent in the home. At ten o'clock one Sunday morning, standing in the superb drawing room of his home, as abashed as a boy of fourteen, Alexander Fresco asked Antoinette to marry him.

At three o'clock that same afternoon, by the procedure of special license and special dispensation, the event of their wedding took place in that same beautiful drawing room, the sole witnesses to the occasion being the servants of the household and Mr. and Mrs. Fresco, Jr.

It was again a matter of months before a stunned community was able to pull itself together and decide upon its next strategic move in regard to the Frescos.

It was again a matter of international comment the way in which Alexander Fresco had increased his many millions and, once more society capitulated, and began leaving cards for the two Mrs. Frescos.

But by this time a new and monopolizing interest had crashed into this household so that the visiting cards lying on the tables had little or no effect. It was not that the Mrs. Frescos, senior and junior, meant to be rude. On the contrary, they were a lovely and amiable pair of matrons. But there was no time. On the day of Alexander Fresco's marriage to Antoinette, he had made over to her in her own name the sum of five million dollars to do with as she wished.

Out of that superbly endowed amount, Antoinette and her daughter Ellen had cooked up a plan. It was a plan that, as the years moved on, was to grow to such proportions that it monopolized all of their time, leaving little for social concerns that had to do with the visiting cards on the hall table.

Mrs. Alexander Fresco who, throughout the lean and heart-breaking years, had known deprivation, has built out of her five-million-dollar fund one of the greatest philanthropic organizations in the world. By this time, Alexander and his son Dick are almost equally interested in it.

The Frescos, all four of them, are a busy, constructive group of people. Too concerned with humanity to find time for the social problems presented by the engraved cards of the elite of the countryside, as they gather dust on the hall tables.

UNSKILLED IN THAT SPORT

Diner—"Waiter, call the proprietor! There are flies in my soup." Waiter—"No use, sir; he's quite ignorant of fly-fishing, I know."

Some Difference

The general knowledge class had been discussing forms of government. The weary teacher at length propounded the question:

"Well, Simpson, what is the difference between a king and a president?"

"Please, sir, king is the son of his father, but a president isn't."

Can You Name Another?

WHAT other food contains such a concentration of health-building vitamins as is found in pure butter, pure cream and red-ripe tomatoes?

These are used in the making of Monarch Tomato Soup. It contains no other fat.

If you have not tried Monarch, you have not tasted the perfect Tomato Soup.

One of more than 250 Monarch Super-Quality Foods.

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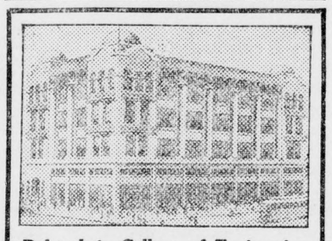
MONARCH Super-Quality FOODS

QUALITY FOR 78 YEARS



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Body and fender repairing. Tops—Upholstering—Seat covers. Pleasure cars—Commercial and Lettering Refinishes.

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Bush & Franklin Sts., San Francisco

Poor Family

Yznaga—I suppose you find many cases of extreme want during your visits to the poor.

Sweig—Yes, indeed. I visited a family only today, and actually they didn't have a drop of gasoline for their auto.—Pathfinder Magazine.

It Would

Mrs. Cayenne—That new hat makes your face look short.

Mrs. Fashionette—That's strange. It made my husband's face look long.

EXCESS ACID SICKENS—GET RID OF IT!

Sour stomach, indigestion, gas, usually mean excess acid. The stomach nerves have been over-stimulated. Food sours in the stomach.

Correct excess acid with an alkali. The best form of alkali is Phillips' Milk of Magnesia. It works instantly. The stomach becomes sweet. Your heartburn, gas, headache, biliousness or indigestion has vanished!

Phillips' Milk of Magnesia is the pleasant way—the efficient way to relieve the effects of over-acidity.

Phillips' Milk of Magnesia has been standard with doctors for over 50 years. 25c and 50c bottles at druggists.

Was a Problem

"Mary Jane caused me many anxious moments," says Mrs. G. G. McDowell, 4035 Wentworth Ave., So., Minneapolis, Minn. "She was listless, weak, had no appetite.

"She suffered a lot from colds until I began giving her California Fig Syrup. It made her strong, able to avoid colds; gave her a good appetite and digestion. She is the picture of health, now."

For over 50 years, California Fig Syrup has been helping bilious, weak, headachy, constipated babies and children. Doctors by thousands recommend this pure vegetable product. Children love its flavor. It acts gently to open the bowels in colds or children's diseases. Bowels become regular with its use and remain that way.

Emphasize the name *California* or you may get an imitation.

CALIFORNIA FIG SYRUP
LAXATIVE-TONIC for CHILDREN

WANT TO TRADE GOOD HOUSE 7 rooms, 2 baths and small brick store with 3 living rooms, for theater. PAUL HUBER, 420 Inca, Denver, Colorado.

SIERRA VENTURA HATCHERY Tompkin Reds, Rocks, England White Leghorns; Petersime electrically hatched. Phone 2-2240, 642 Sierra Ave., Fresno, Calif.

If used when retiring, relieves smarting scalding sticky eyes by morning.
ROMAN EYE BALSAM
At Druggists or 372 Pearl St., N. Y. City.

Finds Greenland Once Was Tropical Country

Dr. Lauge Koch, Danish explorer, has returned to Copenhagen from an exploration of Greenland with evidence that Greenland was once a tropical country. Koch and two assistants explored the coastline of north Scorlbysound to Denmarkhaven, Greenland. The exploration is regarded as important because it shows inhabitants new routes to north Greenland. Koch brought back the largest collection of specimens ever taken from Greenland, eight tons of fossils, plants and animals showing three geological periods. Some specimens indicated that at one time there was tropical life on Greenland, such plants as palms growing in abundance. Signs of numerous hot springs and rich animal life were found.

An Apology

"I'm a self-made man," said the pugnacious clubman, glaring around the room in the midst of an argument.

"Sir," said one of the older members, "we accept your apology."—Sketch.

Different Methods

The City Kid—Look at that cow licking her calf. What's she doing it for?

The Rural Kid—I dunno. That ain't the way my maw licks me.

The laws sleep sometimes, but never die.—Coke.

Garfield Tea
Was Your Grandmother's Remedy

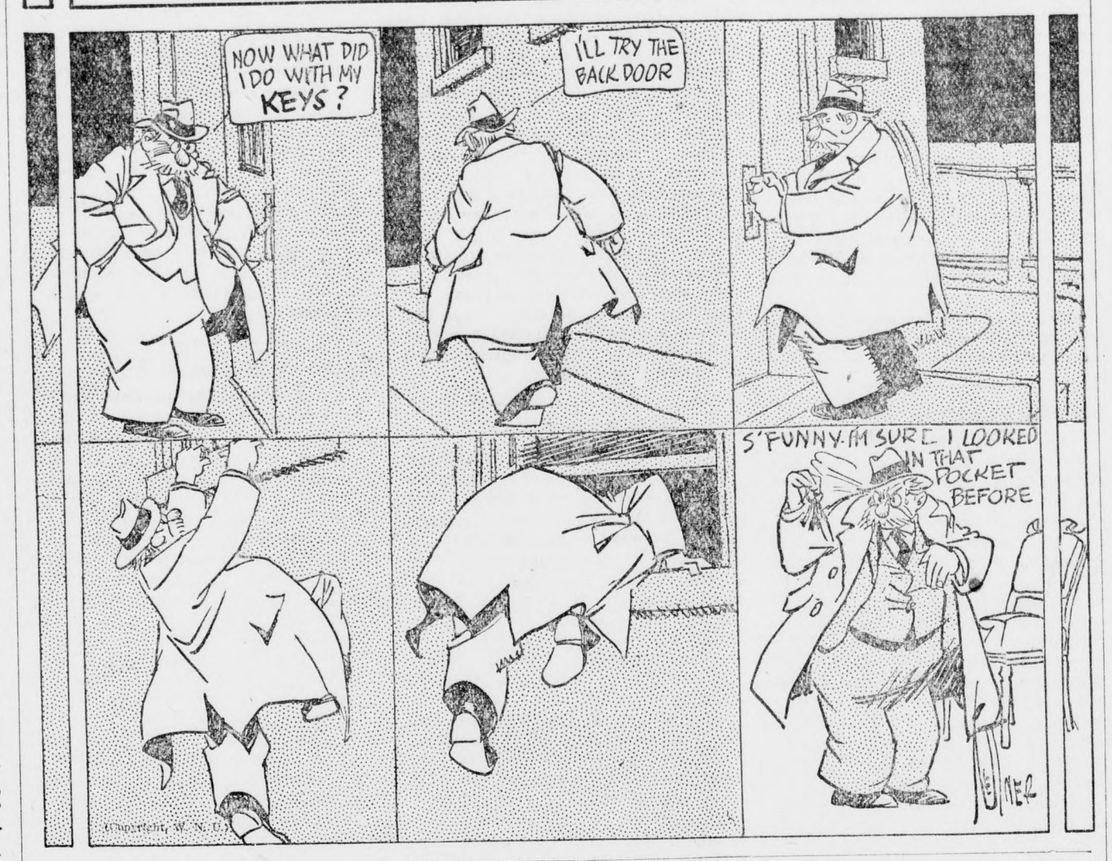
For every stomach and intestinal ill. This good old-fashioned herb home remedy for constipation, stomach ills and other derangements of the system so prevalent these days is in even greater favor as a family medicine than in your grandmother's day.

A GOOD SPOT!
Hotel Somerton
440 Geary St.—near Mason St.
SAN FRANCISCO
—WHY?—
Room with Detached Bath - $1.50
Room with Private Bath - 2.50
Special Dinner (4 Course) 50c
Best location in town—handy to all stores and shows—garage service.
Take Yellow Taxi—at Our Expense
TRY IT—NEXT TRIP
The Hotel with a Heart
LISSNER & IVERSON, Managing Owners
Former Owners Hotel Turpin

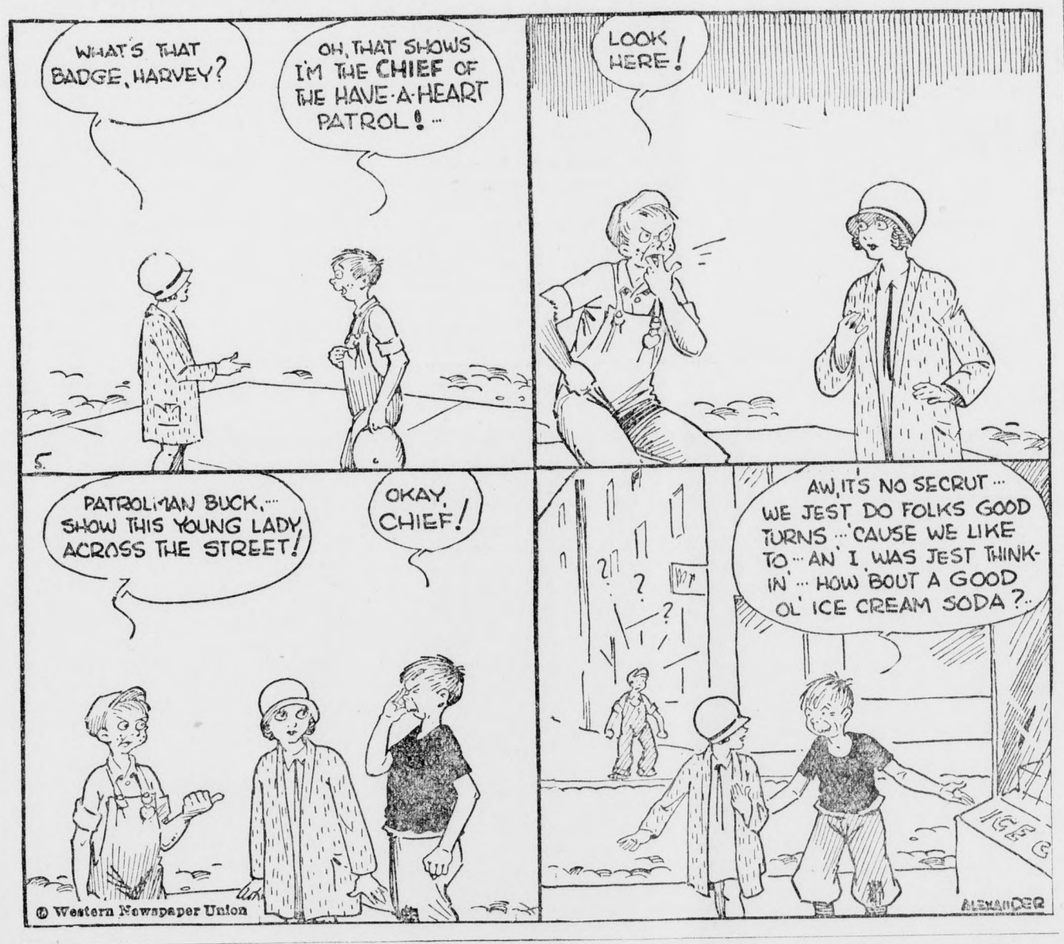
W. N. U., San Francisco, No. 1--1931.

OUR COMIC SECTION

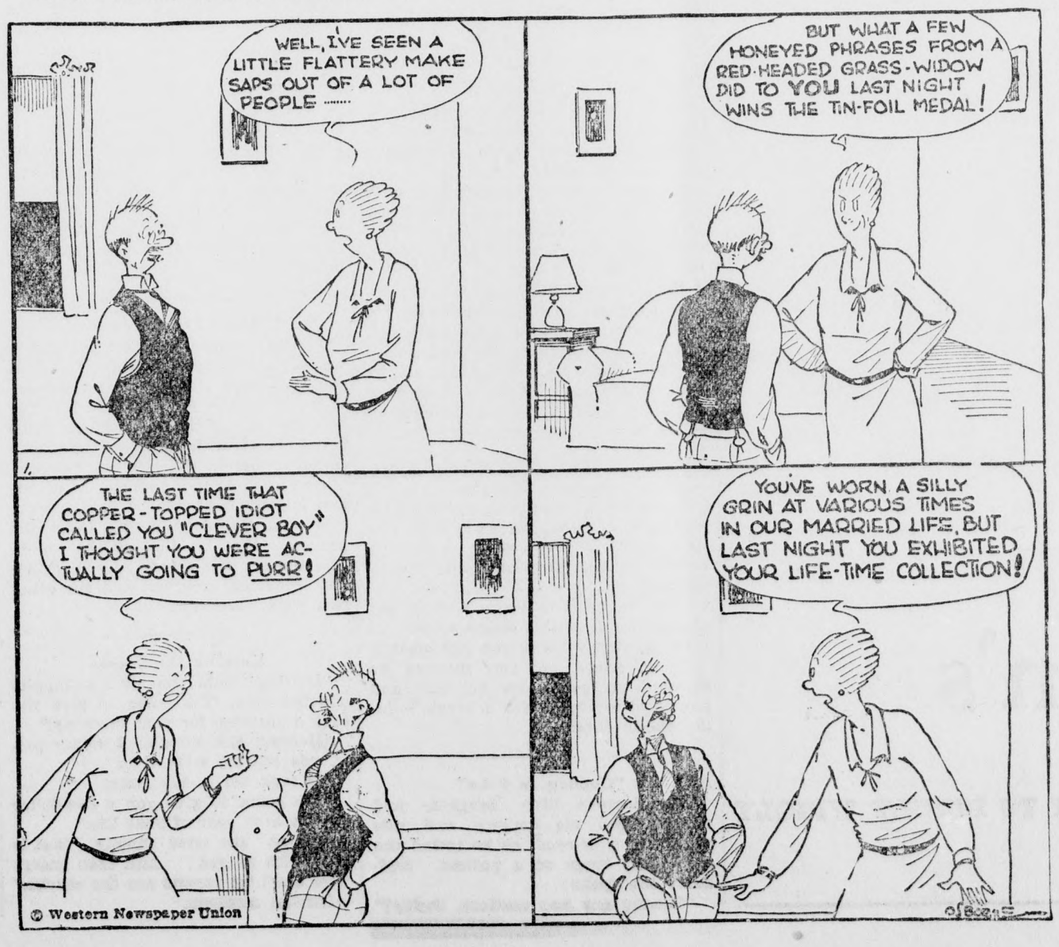
Our Pet Peeve


NOW WHAT DID I DO WITH MY KEYS?
I'LL TRY THE BACK DOOR
S'FUNNY-I'M SURE I LOOKED IN THAT POCKET BEFORE
FINNEY
© Western Newspaper Union

FINNEY OF THE FORCE — Authority—and the Rank and File


WHAT'S THAT BADGE, HARVEY?
OH, THAT SHOWS I'M THE CHIEF OF THE HAVE-A-HEART PATROL!..
LOOK HERE!
PATROLMAN BUCK,... SHOW THIS YOUNG LADY ACROSS THE STREET!
OKAY, CHIEF!
AW, IT'S NO SECRUT... WE JEST DO FOLKS GOOD TURNS... 'CAUSE WE LIKE TO... AN' I WAS JEST THINKIN'... HOW 'BOUT A GOOD OL' ICE CREAM SODA?..
ICE CREAM
ALEXANDER
© Western Newspaper Union

THE FEATHERHEADS — All Quiet on the Western Front


WELL, I'VE SEEN A LITTLE FLATTERY MAKE SAPS OUT OF A LOT OF PEOPLE.....
BUT WHAT A FEW HONEYED PHRASES FROM A RED-HEADED GRASS-WIDOW DID TO YOU LAST NIGHT WINS THE TIN-FOIL MEDAL!
THE LAST TIME THAT COPPER-TOPPED IDIOT CALLED YOU "CLEVER BOY" I THOUGHT YOU WERE ACTUALLY GOING TO PURR!
YOU'VE WORN A SILLY GRIN AT VARIOUS TIMES IN OUR MARRIED LIFE, BUT LAST NIGHT YOU EXHIBITED YOUR LIFE-TIME COLLECTION!
© Western Newspaper Union

WARNING

when buying Aspirin be sure it is genuine Bayer Aspirin

Know what you are taking to relieve that pain, cold, headache, sore throat. Aspirin is not only effective, it is always safe.

The tablet stamped with the Bayer cross is reliable, always the same—brings prompt relief safely—does not depress the heart.

Don't take chances; get the genuine product identified by the name BAYER on the package and the word GENUINE printed in red.

Bayer-Tablets of Aspirin — Genuine

Beacon Lights Set to Save Migratory Birds

Because of the increasing number of casualties among migratory birds, German and Dutch lighthouses have taken precautionary measures to save the lives of feathered wanderers. Birds often dash themselves to death against the lanterns of lighthouses. Casualties have been particularly numerous at the great light of Heligoland, which is located in the center of the main migration paths.

With the aid of ornithologists, various lighthouse departments in Europe have installed rings of lights around the towers, to illuminate the ramparts, railings and cupolas, thereby warning the birds of danger. The new lights give the birds some landmarks other than the blazing eye of the lighthouse itself. The system is said to have reduced the number of bird casualties. The migrating birds see the ring of lights, find perches on which to rest and then take to the air again for their destination.

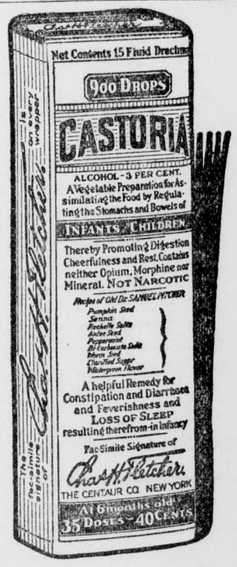
Motor Supplanting Steam

The world's tonnage of motor vessels is increasing nearly ten times as fast as steam tonnage, according to ship-building statistics just published in the new edition of the Register book, issued by Lloyds. Lloyds' tables reveal that during the last twelve months the world's steam vessel tonnage has increased by only 148,176 tons while in the same period motor vessel tonnage increased by 1,468,235 tons.

In the old days the girls admired a fine tasseled buggy whip and hated the man that used it.

Arteries wouldn't get old and hardened if we knew how to behave to keep them soft and pliable.

Castoria corrects CHILDREN'S ailments


Net Contents 15 Fluid Drachms
900 DROPS
CASTORIA
ALCOHOL—3 PER CENT.
A Vegetable Preparation for Assimilating the Food by Regulating the Stomachs and Bowels of
INFANTS CHILDREN
Thereby Promoting Digestion Cheerfulness and Rest. Contains neither Opium, Morphine nor Mineral. NOT NARCOTIC
A helpful Remedy for Constipation and Diarrhoea and Feverishness and LOSS OF SLEEP resulting therefrom in Infancy
Fac-Simile Signature of
Chas. H. Fletcher.
THE CENTAUR CO. NEW YORK
35 DOSES 40 CENTS

WHAT a relief and satisfaction it is for mothers to know that there is always Castoria to depend on when babies get fretful and uncomfortable! Whether it's teething, colic or other little upset, Castoria always brings quick comfort; and, with relief from pain, restful sleep.

And when older, fast-growing children get out of sorts and out of condition, you have only to give a more liberal dose of this pure vegetable preparation to right the disturbed condition quickly.

Because Castoria is made expressly for *children*, it has just the needed mildness of action. Yet you can always depend on it to be effective. It is almost certain to clear up any minor ailment and cannot possibly do the youngest child the slightest harm. So it's the first thing to think of when a child has a coated tongue, is fretful and out of sorts. Be sure to get the genuine; with Chas. H. Fletcher's signature on the package.

Delft Ware Old

Delft ware has been made in the city of that name in the Netherlands for more than 600 years.

Men are as anxious to speak well of each other as women are not.

He'd Probably Sing

And what would the hilarious young man do with a silent motor car?—Hartford City News.

When a woman means "yes" her "no" is not strenuous.

New Game

After his second week in school, Billy came home with the announcement that an older boy was going to show him how to play a new game.

"And what is the game?" asked his mother.

"Hookey is what he calls it," responded unsuspecting Billy.

Stay Young

Eat More Squabs

TENDER to the LAST BITE

Fresh Killed

ALWAYS AVAILABLE AT

Elite Market, Palo Alto

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F. M. Lintner

PENINSULA PIGEON FARM
1220 SAN MATEO DRIVE
MENLO PARK
Phone P. A. 5379

Time Sense in Animals

Some people have the time sense, but the vast majority of the human race is sadly deficient in this faculty. But many of the lower animals possess an extraordinarily keen time sense. Note the way in which the animals at the zoological garden become restless at the approach of the feeding hour. On the farm the horses and poultry know exactly the times they are due to be fed. Ducks are particularly clever in this way, and they will raise a small riot if their evening meal does not arrive to the minute.

Saves Wear on Stockings

Every time Charley Payne, Jr, played marbles in Brooklyn his mother wondered how much longer she could go on buying stockings for the lad. Surely, she argued, there must be an inexpensive way of playing marbles without the fear of torn stockings, and so she began to work out an idea. With the aid of her husband, there presently appeared an object which was subsequently patented. It was a "device for projecting marbles and the like" and could be operated by a boy who stood up while he played.

CARPENTER WORK
MADE EASY

For an unqualified endorsement of our lumber ask any carpenter who has worked it up and he will tell you that it is easily and quickly done because it is sound, well seasoned and in uniform lengths, widths and thicknesses. You get all of these advantages for the same prices of ordinary lumber. Be sure to obtain our prices.

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—WE BRIDGE THEM—
ELLIS BROS. LUMBER Co
PHONE 2291 MENLO PARK

Fill Out--- Mail To City Hall, Menlo Park

The following is the form of blank that has been adopted by the comittee and which is to be used by citizens of the county in registering the kind of work they may have for temporary employment, the form printed herewith being adapted for local use:

Name _____ Phone No. _____

Address _____

I CAN USE—(Man) (Woman) (Boy) (Girl) (CHECK WHICH)

Kind of Work _____

When Wanted (GIVE REASONABLE NOTICE UNLESS URGENT) _____

Probable Length of Work— Days _____ Hours _____

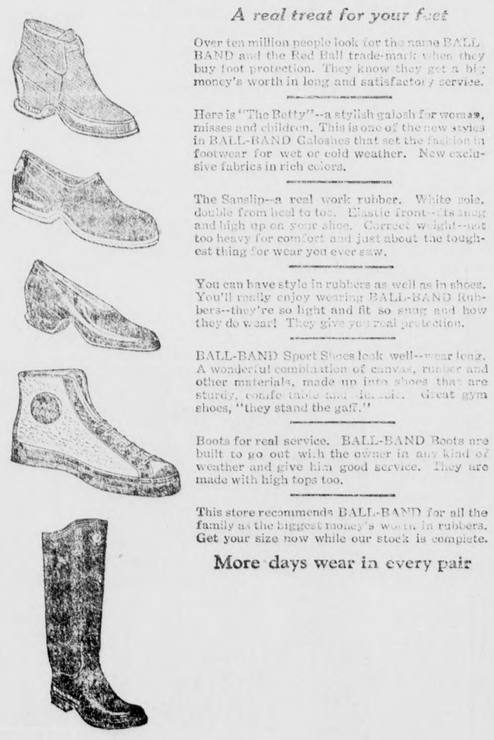
What equipment or materials will worker have to furnish? _____

If worker is wanted at once—Call Menlo Park 4131

(Open 9 a. m. to 3 p. m.—Closed Saturday p. m. and Sunday).

BALL-BAND FOOTWEAR

A real treat for your feet



Over ten million people look for the name BALL BAND and the Red Ball trade-mark when they buy foot protection. They know they get a big money's worth in long and satisfactory service.

Here is "The Betty"--a stylish galosh for women, misses and children. This is one of the new styles in BALL-BAND Galoshes that set the fashion in footwear for wet or cold weather. New exclusive fabrics in rich colors.

The Sanslin--a real work rubber. White sole, double from heel to toe. Elastic front--fits snug and high up on your shoe. Correct weight--not too heavy for comfort and just about the toughest thing for wear you ever saw.

You can have style in rubbers as well as in shoes. You'll really enjoy wearing BALL-BAND Rubbers--they're so light and fit so snug and how they do wear! They give you real protection.

BALL-BAND Sport Shoes look well--wear long. A wonderful combination of canvas, rubber and other materials, made up into shoes that are sturdy, comfo table and fa.sh.. Great gym shoes, "they stand the gaff."

Boots for real service. BALL-BAND Boots are built to go out with the owner in any kind of weather and give him good service. They are made with high tops too.

This store recommends BALL-BAND for all the family as the biggest money's worth in rubbers. Get your size now while our stock is complete.

More days wear in every pair

McLoughlin's
SHOE STORE

SANTA CRUZ AVENUE **NEXT TO PIGGLY WIGGLY**

German Court Decides Right of Lion Tamer

One of the few remaining prerogatives of free men in these times of restrictions has just been preserved by the public-spirited action of a German lion tamer. It is the right not only to go into lions' dens, but to put your head, if you wish to, into the lion's mouth. For the police of a Prussian townlet, to which the lion tamer came in the course of his wanderings, positively forebade him to do this. It was dangerous, it was nerve-racking to watch, and it simply must be stopped. Precisely this act, however, was the great concluding item of the program, which had earned the tamer and his lions their bread for many a year.

Rightly believing that far fewer people would pay for admission if there were no risk of his head being bitten off, the lion tamer invoked the law. He appeared in person before a Berlin court to plead his right to put his head between the lion's jaws if he wished. The bench decided that each man might do with his head as he wished, the police ban was quashed, and the lion tamer, having vindicated the rights of man, left the court in triumph.

Sixteenth-Century Tale Popular With Writers

Faust and Faustus are different forms of the same name, and, according to tradition, the bearer of the name was a famous magician of the Sixteenth century, a native of Suabia, an ancient duchy of Germany. A rich uncle having left Faust a fortune, he ran to every excess. He made a pact with the devil, (who assumed the name of Mephistopheles and the appearance of a little gray monk), that if he might indulge in his propensities freely for 24 years, he would at the end of that period consign to the devil both body and soul. The compact terminated in 1550, when Faust disappeared. His sweetheart was Margherita, (Margaret), and his faithful servant was Wagner. The German poet, Goethe, has a dramatic poem entitled "Faust," produced in 1798, and Gounod, the composer, an opera called "Faust et Margherita," produced in 1859. The English dramatist, Marlowe, who lived in Shakespeare's time, wrote a tragedy based on the same tradition.

Frescoes and Furniture Found in Old Pompeii

Excavations at Pompeii have brought to light several important objects. A three-legged marble table, the top of which is missing, is one particularly interesting piece. Students have advanced the theory that this table was at one time the property of Casca, one of the murderers of Julius Caesar. The three legs are each in the form of a lion's leg, surmounted by a lion's head and on the top of each head is a square block, on which the actual table top rested. In fact, on the surface of each of the three resting blocks is carved the word "Casca." This enterprising Casca used to have a house in Pompeii, although students present at the time of the discovery are not certain that his was the house in front of which the table was found. Yet it is not improbable, noted archeologists say, that the table was purchased by some other patrician living at Pompeii and brought there from Rome. Delightful frescoes adorning the interior of the house have kept their colors so vividly that today visitors may admire, for instance, on one side of a doorway Narcissus seated and at the other side a representation of Pyramus and Thisbe.

Characters That Live in World's Literature

Frequently in the world's literature a character wholly imaginary becomes so well known as to give his name to the language. Such a character is Rodomont (the Italian significance of the name being "one who rolls away mountains"), from which, according to Webster's New International dictionary, we get our useful word rodomontade, which means "vain boasting, empty bluster or vaunting, rant."

Rodomont is a Moorish hero and warrior—brave, boastful, and fierce. He figures prominently as the king of Algiers in the works of two Italian poets of the Fifteenth century, namely, in the "Orlando Innamorato" (Enamored) of Boiardo and in the "Orlando Furioso" (Mad) of Ariosto

A parallel example from English literature is Braggadocchio, the personification of vain boasting in Edmund Spenser's famous masterpiece, "The Faerie Queene," from which comes the expressive word braggadocio, which means "empty boasting, mere brag, pretension."

Westinghouse Memorial

The memorial to George Westinghouse, inventor, is in Schenley park, Pittsburgh. The main unit of the memorial, a bronze statue, was created by Daniel Chester French. It rises 20 feet from a Norwegian granite base and depicts a figure of the subject. At his sides are two figures, representing a skilled workman and an engineer. Facing this group is the figure of an American youth studying the achievements. The setting for the memorial was designed by Henry Hornbostel of Pittsburgh. The Picarelli brothers of New York constructed the models of the units for casting. The six panels, portraying the achievements of Mr. Westinghouse, were designed by Paul Fjeldi. Subscriptions of employees of the Westinghouse industries in the United States and Canada made the memorial possible.

Ancient Relics Displayed

Centuries ago, when a new bishop was elected in Speyer, Germany, the cathedral's "domnapf," a great sandstone basin, was filled with wine and drunk by the city's burghers to the bishop's health. At the celebration of the cathedral's nine hundredth anniversary, this "domnapf" was transferred from its place in the churchyard to a site near the main portal. Another feature of the celebration was the exhibition of the insignia of the Holy Roman empire—the crown of Kaiser Conrad II (1024-1039), the builder of the cathedral, and the scepter, cross, imperial apple and sword of Charlemagne, which are the property of the Hofburg in Vienna.

Love!

Among those who bought a quarter of an hour of air for advertising over the radio is a Mr. Rubin, a Brooklyn marriage broker.

Mr. Rubin opens his program with a little selling talk on the general idea of marriage and then retires in favor of an orchestra which plays "Deep in the Arms of Love."

Immediately following the conclusion of this, while the hearers are still under its emotional influence, Mr. Rubin's voice cuts in hurriedly.

"You, too," he declares, "can be deep in the arms of love. Just communicate with A. Rubin, Brooklyn."—The New Yorker.

Barber's Mistake

When Bobby, who lives in the southeast part of town, returned from his first visit to the barber shop, his mother asked, "How did you like it, Bobby?"

"Aw, he tried to make a sissy out of me," he answered disgustedly.

"Why, Bobby! What do you mean?"

"Why, when he got through he squirted perfumery on my hair and powdered my face with a brush."—Indianapolis News.

"Coming in Fine"

The doctor's little daughter had strayed into his surgery and was watching, wide-eyed, as he tested the heart and lungs of a patient. Suddenly she spoke:

"Getting any new stations, daddy?"

Federals Gathered in Foe's Last Silk Dress

Captive balloons for observation purposes were used chiefly by the Union army during the first two years of the Civil war. Gen. Fitzjohn Porter made over a hundred ascensions. Count Von Zeppelin was a balloon observer with the Union army. A Confederate general writing in "Battles and Leaders of the Civil War" refers to the poverty which denied balloons to that side, except one patchwork ship made from silk dresses gathered up. "We had no gas except in Richmond and it was the custom to inflate the balloon there, tie it securely to an engine and, run it down the York River railroad to any point at which we desired to send it up. One day it was on a steamer down the James when the tide went out and left vessel and balloon high and dry on a bar. The Federals gathered it in and with it the last silk dress in the Confederacy." The Zouave regiments that served in that war wore the brilliant uniform of the French colonials with fez, baggy trousers and a predominance of red.

Petulance Displayed by Central American Tree

A curious tree known as the "angry tree," grows in Central America. This tree, which is a species of acacia, grows to the height of about ten feet. At night the foliage of the tree curls up into strange coils, and if the tree is then touched, all the smaller branches begin to shake just as if the tree was thoroughly annoyed, S. Leonard Bastin writes, in St. Nicholas Magazine.

The angry tree was first noticed by some prospectors. In making a camp for the night, these men spread a blanket over a branch of the tree, which had curled its foliage for the night. At once the branch began to shake in a most uncanny way, and at the same time a most pungent odor was emitted. This was so powerful that the men were simply forced to move their camp to another position.

Chinese Bride Wears Crown

The wedding ceremony in China varies with the locality, but, generally speaking, it is a rather prolonged affair, sometimes lasting two days. More attention seems to be paid to the selection of the day than anything else and many things are taken into consideration before the date is finally fixed. The day must be a "lucky" one. There is no giving and taking or making of any pledges or promises. That is all taken for granted. In most of the provinces red is regarded as the essential color for the wedding garb and veil with a gorgeous crown and a lot of gewgaws. The two-day period is given up largely to feasting, but during the whole proceedings the bride does little but look on. The rule of feminine propriety requires that she should preserve modest silence throughout.

Snobbish Folly

The late Andrew Schroeder, the official rat catcher of Houston, who carried his wonderful rat-catching secret with him to the grave, was proud of his trade, and liked to tell a story about the folly of snobbishness.

"I knew a city missionary," he would say, "who invited a famous missionary bishop to dine at his slum residence and meet two local celebrities, a garbage collector and a rat catcher.

"Well, the bishop accepted the invitation gladly, and the rat catcher said that he too would be delighted, but the garbage collector spoiled the party. He must refuse, he said, to sit down with a rat catcher."

Ruminating Animals

The cow is not the only animal that ruminates or "chews the cud"; the class of ruminants includes also sheep, goats, camels, llamas, giraffes and deer. In all of these animals the stomach is divided into several compartments. The food is swallowed hastily and passes to the first or second compartment. Later when the animal is resting, it is able to bring back this "cud" into the mouth for further chewing. After a thorough mastication, this is swallowed again and passes to the third and fourth sections of the stomach for assimilation. The rabbit does not belong to this family of animals.

Lenient French Justice

Terrible cruelty to an aged father was charged against three peasant sisters named Merdier at Le Pey-en-Velay in central France. It was stated that the father had refused to share his property with his daughters, who confined him in the kitchen, and employed such brutal methods in an effort to force his submission, and make him sign the deed giving them the property, that he died as the result. The eldest was given only a year's imprisonment, however, and the other two were dismissed.

Keeping the Secret

"Darling," said the elderly happily married man, "I'm going to give you such a surprise for your birthday."

"Henry," she exclaimed wonderingly, "do tell me what it is."

He took her in his arms.

"I'm going to give you a ten-dollar bill for each year of your life."

"Henry," she cried happily, "that is wonderful of you!" And then sadly: "But don't let anyone see the checks."
—London Answers.

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NOTICE OF TRUSTEES' SALE

On Friday, the 2nd day of January, 1931, at 9:5$ o'clock A. M., in the main entrance of the County Courthouse, situate in the City of Redwood City, County of San Mateo, State of California, N. D. Morrison and—or J. R. Murphy, trustees, or either of them, or their tatorney will sell at private auction to the highest bidder, for cash in lawful money of the United States, the following described real property, situate in the County of San Mateo, State of California, and bounded and described as follows, to-wit:

Lots 37 and 38 in Block 8 as designated on the map entitled "MAP OF THE FIRST ADDITION TO HUNTINGTON PARK," which map was filed in the office of the Recorder of the County of San Mateo, State of California on November 1, 1907 in Liber 5 of Maps at page 40.

Said sale will be made to satisfy the obligation secured by and pursuant to the power of sale conferred in a certain deed of trust executed by Mary Shevlin, trustor, to N. D. Morrison and J. R. Murphy, trustees, for the benefit and security of the Peninsula Building & Loan Association, a corporation which said deed of trust is dated November 24, 1928 and recorder Jaunary 5, 1929 in the office of the County Recorder of the County of San Mateo, State of California in Volume 393 of Official Records at page 162 thereof, San Mateo County Records.

Notice of breach of said obligation and election to sell said property was recorded in the office of the County Recorder of the County of San Mateo, State of California on August 28, 1930 in Volume 485 of Official Records at page 491 thereof, San Mateo County Records.

TERMS OF SALE

Said parcel of property is to be sold for cash in lawful money of the United States of America, ten per cent, thereof to be paid at the fall of the hammer to the undersigned or their attorney, and the balance upon delivery of the deed, and if not so paid, then the said ten per cent. shall be forfeited and the sale shall be void.

Instrument of conveyance at the purcaser's expense.
purcaser's expense.

Taxes to be borne by purchaser.

DATED: December 4, 1930.

N. D. MORRISON,
J. R. MURPHY
Trustees.
J. E. McCURDY,
Attorney for Trustees.

NOTICE OF TRUSTEES' SALE

On Friday, the 2nd day of January, 1931, at 9:45 o'clock A. M., in the main entrance of the County Courthouse, situate in the City of Redwood City, County of San Mateo, State of California, N. D. Morrison and—or J. R. Murphy, trustees, or either of them, or their tatorney will sell at private auction to the highest bidder, for cash in lawful money of the United States, the following described real property, situate in the County of San Mateo, State of California, and bounded and described as follows, to-wit:

Lots 66 and 67 and the Northwesterly ½, front and rear measurements of Lot 68 in Block 10 as Designated on the map entitled "MAP OF THE FIRST ADDITION TO HUNTINGTON PARK," which map was filed in the office of the Recorder of the County of San Mateo, State of California on November 1, 1097 in Liber 5 of Maps at page 40.

Said sale will be made to satisfy the obligation secured by and pursuant to the power of sale conferred in a deed of trust, executed by H. E. Grude and Frankie M. Grude, his wife, trustors, to N. D. Morrison and J. R. Murphy, trustees, for the benefit and security of the Peninlsua Building and Loan Association, a corporation, which said deed of trust is dated April 26, 1928 and recorded April 30, 1928 in the office of the County Recorder of the County of San Mateo, State of California, in Volume 342 of Official Records at page 405 thereof, San Mateo County Records.

Notice of breach of said obligation and election to sell said real property was recorded in the office of the County Recorder of the County of San Mateo, State of California on August 30, 1930 in Volume 497 of Official Records at page 75 thereof, San Mateo County Records.

TERMS OF SALE

Said parcel of property is to be sold for cash in lawful money of the United States of America, ten per cent, thereof to be paid at the fall of the hammer to the undersigned, or their attorney, and the balance upon delivery of the deed, and if not so paid, then the said ten per cent. shall be forfeited and the sale shall be void.

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Taxes to be borne by purchaser.

DATED: December 4, 1930.

N. D. MORRISON,
J. R. MURPHY
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J. E. McCURDY,
Attorney for Trustees.